

New free whitepaper will help PR and marketing professionals kick start or improve online PR programmes

Submitted by: ResponseSource

Tuesday, 17 February 2009

PR and marketing professionals looking to kick start or improve their online communications programmes now have a valuable new free guide thanks to the publication today of the latest whitepaper from Daryl Willcox Publishing (<http://www.dwpub.com>) (DWPub).

The whitepaper, entitled "Online PR in action – an introduction to implementing and measuring a digital PR programme" (http://www.dwpub.com/whitepapers.php?int=Online_PR_in_action), sets out the basic steps required to get results from digital media.

The whitepaper was written by digital PR veteran Andrew Bruce Smith (<http://www.linkedin.com/in/andrewbrucesmith>), founder of online PR specialist consultancy escherman (<http://www.escherman.com>). It was inspired by a lack of detailed information about how to pull together all the various elements of a successful online PR campaign - despite huge volumes of information available on specific aspects of the subject.

According to Smith: "PR and marketing professionals are spoilt for choice when it comes to information available on niche features of online PR such as press release distribution or search engine optimisation (SEO). It occurred to me that much of this material was being produced by search marketing specialists rather than PR practitioners. And no one had really put together a practical guide that looked at the subject from the perspective of the PR professional - whether in-house or agency - as well as looking at the entire PR process from planning through implementation to analysis and reporting. This new whitepaper aims to provide a solid framework for allowing PR professionals from SMEs to larger businesses to begin making rapid improvements to their online PR campaigns."

DWPub chairman Daryl Willcox (<http://www.dwpubsporadic.com>) said: "There are tons of people out there blogging about how important online PR is, but there is very little in terms of actual guidance – especially for those who have limited online PR experience. This latest whitepaper seeks to address that imbalance and give people a practical introduction to digital PR techniques."

In the whitepaper's foreword, Willcox warns that if PR professionals do not adapt to an increasingly digital media, they risk being sidelined by other marketing disciplines. Willcox first made this prediction in his 2007 whitepaper entitled "PR versus Search" - a forecast that is showing signs of coming true.

"Online PR in action" is the latest in the Public Relations Whitepaper Series from DWPub which covers such topics as press release writing, getting coverage in feature articles and working with freelance journalists. All the whitepapers can be downloaded at www.dwpub.com/whitepapers (<http://www.dwpub.com/whitepapers>)

Online services from DWPub, such as its media database (<http://www.featuresexec.com>) and online press release distribution services, are effective tools for supporting online PR campaigns.

For more information contact:

Vanessa McGreevy
Daryl Willcox Publishing
Tel: 0845 370 7777
Email: vanessa@dwpub.com

Andrew Smith
Escherman
Tel: 0208 334 8095
andrew@escherman.com

About Daryl Willcox Publishing

Online services for journalists and media relations specialists
www.dwpub.com

Daryl Willcox Publishing (DWPub) focuses entirely on online information services for journalists and PR professionals. DWPub brands enjoy widespread recognition with both the press and the PR community. DWPub is a UK-owned independent company and has grown every year since its launch in 1997. The company was founded and is run by an experienced journalist.