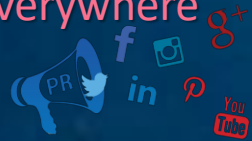


digital PR

google search  
simple  
5 sec.  
influencer  
amplified  
everywhere



PR campaign



brief

analysis

situation  
campaign

OBJECTIVE+verb



specific  
realistic  
timing  
HOW?

public relations

# PR

the management  
of communication  
between an  
**organization**  
and its **publics**



strategy

key message  
key word

content  
writer

integrated  
marketing  
communication



communication

tactics

tools

press release  
press conference  
press tour  
interview  
event  
exhibition  
advertising  
old media

social media

...

