



Marketing and Media

Digital Transformation in PR Management

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- Location: London
 - Date: From 29/9/2025 To 3/10/2025
 - Investment: \$5950 (Excluding VAT)



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ACADEMY


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Course Introduction

This 5-day intensive course equips PR professionals with the knowledge and skills necessary to navigate the evolving digital landscape and effectively leverage digital technologies to achieve their communication objectives. Participants will learn how to develop and implement integrated digital PR strategies, harness the power of social media, and utilize data and analytics to measure and optimize campaign performance.

Training Method

- Pre-assessment
 - Live group instruction
 - Use of real-world examples, case studies and exercises
 - Interactive participation and discussion
 - Power point presentation, LCD and flip chart
 - Group activities and tests
 - Each participant receives a binder containing a copy of the presentation
 - slides and handouts
 - Post-assessment
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Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the key trends and technologies shaping the digital PR landscape.
- Develop and implement integrated digital PR campaigns that align with business objectives.
- Leverage social media platforms effectively for PR purposes.
- Utilize digital tools and technologies for media monitoring, research, and outreach.
- Create and distribute compelling content that resonates with target audiences.
- Analyze and interpret digital PR data to measure campaign effectiveness.
- Adapt to the evolving digital media landscape and anticipate future trends.
- Develop and implement a digital PR strategy for their organization.

Who Should Attend?

This course is designed for a wide range of professionals, including:

- PR Managers and Specialists
 - Communications Managers and Specialists
 - Social Media Managers
 - Content Creators
 - Digital Marketing Professionals
 - Business Owners and Entrepreneurs
 - Anyone involved in public relations and communications activities
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Course Outline


Day 1: Foundations of Digital PR

- The Digital Revolution and its Impact on PR
- Key Trends and Technologies: Social Media, Search Engine Optimization (SEO), Content Marketing, Influencer Marketing
- Developing a Digital PR Strategy: Setting Objectives, Identifying Target Audiences, and Defining Key Performance Indicators (KPIs)
- Integrating Digital PR with Traditional PR Tactics

Day 2: Social Media for PR

- Social Media Platforms for PR: Facebook, Twitter, LinkedIn, Instagram, TikTok
- Social Media Listening and Monitoring Tools
- Building and Managing Social Media Presence
- Creating Engaging Social Media Content: Text, Images, Video
- Social Media Advertising and Paid Social Media Campaigns

Day 3: Content Marketing for PR


- Content Strategy for PR: Developing and Executing Content Marketing Plans
 - Creating High-Quality Content: Blog Posts, Articles, White Papers, Infographics
 - Content Distribution and Promotion Strategies
 - Search Engine Optimization (SEO) for PR: On-page and Off-page SEO Techniques
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Course Outline

Day 4: Digital PR Measurement and Analytics

- Key Metrics for Measuring Digital PR Success: Reach, Engagement, Impressions, Sentiment Analysis
- Using Data Analytics Tools to Track Campaign Performance
- Analyzing Website Traffic and Social Media Analytics
- Reporting on PR Campaign Results to Stakeholders

Day 5: Emerging Trends and the Future of Digital PR

- Artificial Intelligence (AI) and Machine Learning in PR
 - Virtual Reality (VR) and Augmented Reality (AR) in PR
 - The Metaverse and its Impact on PR
 - Ethical Considerations and Best Practices in Digital PR
 - Case Studies and Real-World Examples
 - Q&A and Wrap-up Session
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Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com

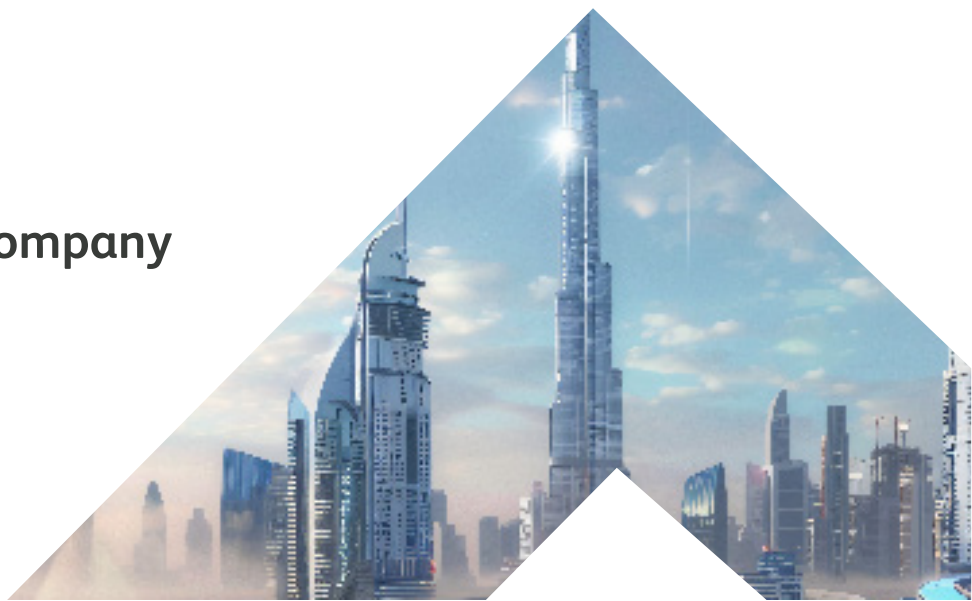


Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





Terms & Conditions

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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THANK YOU

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