

15 DIGITAL SKILLS

MARKETING & PR PROS MUST HAVE

01 MONITOR SOCIAL MEDIA



How to find intent, problem and affinity statements about your brand so you can set goals based on data.

02 KEYWORD RESEARCH



How to identify the phrases you want to be found for and include them in your messaging and content.

03 SEO



Understand how Google and other search engines work. How to optimize text, images and video for optimum online visibility.

04 VISUAL LITERACY



Learn to "read" visuals. Understand the rules of visual content and how to use them to tell your brand story effectively.

05 ORIGINAL IMAGE CREATION



How to take, edit and manipulate images using online tools. How to design and create infographics.

06 VIDEO



How to make a video that extends and enhances your brand story – skills include how to script, light, shoot, edit and distribute online.

07 SOCIAL ADVERTISING



Paid media is a growing part of PR. As social sites cut the organic reach of your content the need to learn how to do effective social advertising increases.

08 INFLUENCER RELATIONSHIPS



How to find and connect with the right influencers/bloggers who can help spread your messages.

09 MEDIA ANALYSIS



Understand the media's gaps in your industry. Figure out what content they need and want and how to best deliver it.

10 DIGITAL MEDIA RELATIONS



Learn how to find and connect with reporters and editors online and build relationships with them.

11 BASIC CODING



Learn basic HTML so you can add content to articles or landing pages and make tracking links and embed codes.

12 METRICS



Understand how to track outcomes as well as outputs. Know what metrics to track for your actions.

13 GOOGLE ANALYTICS



Learn to track all PR actions and incorporate the most relevant charts into your digital dashboard.

14 DIGITAL DASHBOARD



How to set up and use a digital dashboard to monitor and track conversations, KPI's and content effectiveness.

15 REPORT ROI



Know how to evaluate and interpret the analytics, extract actionable insights and show the ROI of your content and other PR actions to validate budgets.

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