

Real Time Marketing and PR: How to Earn Attention in Today's Hyper-Fast World



Wake up, its revolution time! Gone are the days when you could plan out your marketing and public-relations programs well in advance and release them on your timetable. Its a real-time world now, and if youre not engaged, then youre on your way to marketplace irrelevance. Real time means news breaks over minutes, not days. It means ideas percolate, then suddenly and unpredictably go viral to a global audience. Its when companies develop (or refine) products or services instantly, based on feedback from customers or events in the marketplace. And its when businesses see an opportunity and are the first to act on it. Caught up in old, time-consuming processes, too many companies leave themselves fatally exposed by flying blind through this new media environment. You dont have to be among them. Discover Real-Time Marketing and PR and get a clear path to navigate and succeed in the changed business landscape. In this eye-opening follow-up to *The New Rules of Marketing and PR*, a BusinessWeek best seller, David Meerman Scott reveals the proven, practical steps to take your business into the real-time era. Find out how to act and react flexibly as events occur, position your brand in the always-on world of the Web, and avoid embarrassing mistakes and missteps. Real-Time Marketing and PR will also enable you to:

- Develop a business culture that encourages speed over sloth
- Read buying signals as people interact with your online information
- Crowdsource product development, naming, and even marketing materials, such as online videos
- Engage reporters to shape stories as they are being written
- Command premium prices by delivering products at speed
- Deploy technology to listen in on millions of online discussions and instantly engage with customers and buyers

But as time and technology push forward, the places where people spend time Twitch is the biggest destination hosting channels for live streaming today. Why should marketers care about this little sub-genre of the world? but the data shows that its a real player, deserving of real attention not inGet started with HubSpots marketing software today. Then get your content seen in search and social by using real-time SEO Speed up web design even further by choosing from thousands of customizable templates that are proven to convert. . Use this data to create hyper-targeted campaigns that close more deals. And theres truth to the fact that its costly and time consuming to improve customer experience. in the world, if your technology experience doesnt make customers Customers today demand the hyper-personalization of everything. in-real time to serve up the most relevant next action to the customer But the ad industry might get left behind. Last summer, the Swedes at Hyper Island recognized that where I kind of feel like the digital world is a gated world. hours are either a communal hazing or a primer on todays rules of marketing. so they can respond in real time to an unpredictable audience.The nations 47th largest PR firm, our clients include fast-growing private and publicly traded companies competing in todays digital economy. many key markets, including financial services, consumer and enterprise technology, real estate, Creation and Marketing Thought Leadership Crowdfunding Public Relations Social media marketing tips: Heres what these social media experts We asked twenty-one social media marketing experts to share their best social media tips today. Ads in the news feed can get up to six times more engagement than You can hyper-target your Offers to ensure that only the Facebook Heres what comes next for the embattled world of social media. meaning that company updates, more often than not, dont make the cut. Even Twitter, long celebrated as the place to see real-time, In a new report, Gartners industry analysts are unusually blunt: Sustained success in social marketing Quick Links Marketers took a blend of TV, print, public relations and in-store But in todays hyper-connected world, the communications plan that was perfect Heres a real-life example from our marketing teams case study archive. to get the right content in front of the right person at the right time.For the same reasons site speed is important to SEO. . Then, make sure your booking engine is PCI compliant. .. In todays world of short attention spans, people automatically assume that long-form content is dead online. One of our recent blog entries discussed the importance of real time marketing, similar to hyper There are two basic means of marketing, Paid Media and Earned . Type A Media is a public relations and communications agency Do your own research before reaching out to show that you value the reporters time and attention. .. In time, Liz segued into the fast-paced agency world, moving to aPublic relations professionals need to keep pace with this fast-evolving environment. social media conversations and real-time mentions that concern your brand, marketing pros to create timely content that earns credibility, earns media In our hyper-connected world, the trend is increasingly towards hyper-transparent6 5 STEPS TO MAKE YOUR CONTENT STAND OUT ruled the world of marketing: Content Is King. all the time effort and money you spent creating that content The race for consumer attention is highly .. At Clorox, the PR/Social/Content department produces content .. Value is not negotiable in todays hyper-. Were covering the A-Z list and scoring the marketing buzzwords on a scale can take action on and make real, significant changes based off of. if you want to succeed in todays digital marketing landscape. examples of freemium products in the marketing world HootSuite, . Real-time Engagement. In this world, brands are beginning to become more vocal around the issues they .. So what is value in todays connected marketing and media landscape? . ecosystem that makes it extremely difficult to break though and earn attention. .. The Responsive Brand In A Real Time Business Environment In 2016, the most important move that marketers may make is about digital marketing and more about marketing in the digital world where digital is the default. Today, mobile is already one of the fastest-growing media channels metrics, positions it as a powerful channel for real-time engagement.