

Virtual Fame

How the Internet is
Challenging the Rules of PR



Overview

- High-level view of the territory
- Detailed strategies and how they work
- What you can do today to get started



Social Networking

<u>Site</u>	<u>UA 2/09</u>	<u>UA 2/08</u>	<u>Growth</u>
Facebook	65 million	20 million	228%
LinkedIn	13 million	7 million	82%
Twitter	7 million	500,000	1382%

*Nielsen Online



Changing PR Landscape

- **Traditional Media Losing Marketshare**
- **Adaptation = Hybrid Media**
- **Citizen Authors/Sites**
- **Diluted Credibility/Quality**
- **Real Time vs. Sometime**
- **Many more channels and niche audiences**



Strengths of New Media

- 1) **Customer intimacy**
- 2) **Credibility through authenticity**
- 3) **Accessibility**
- 4) **Search Engine Optimization**
- 5) **Drive traffic to website hub**



Integration: Finding Your Center

Qualities of a Strong Virtual PR Campaign:

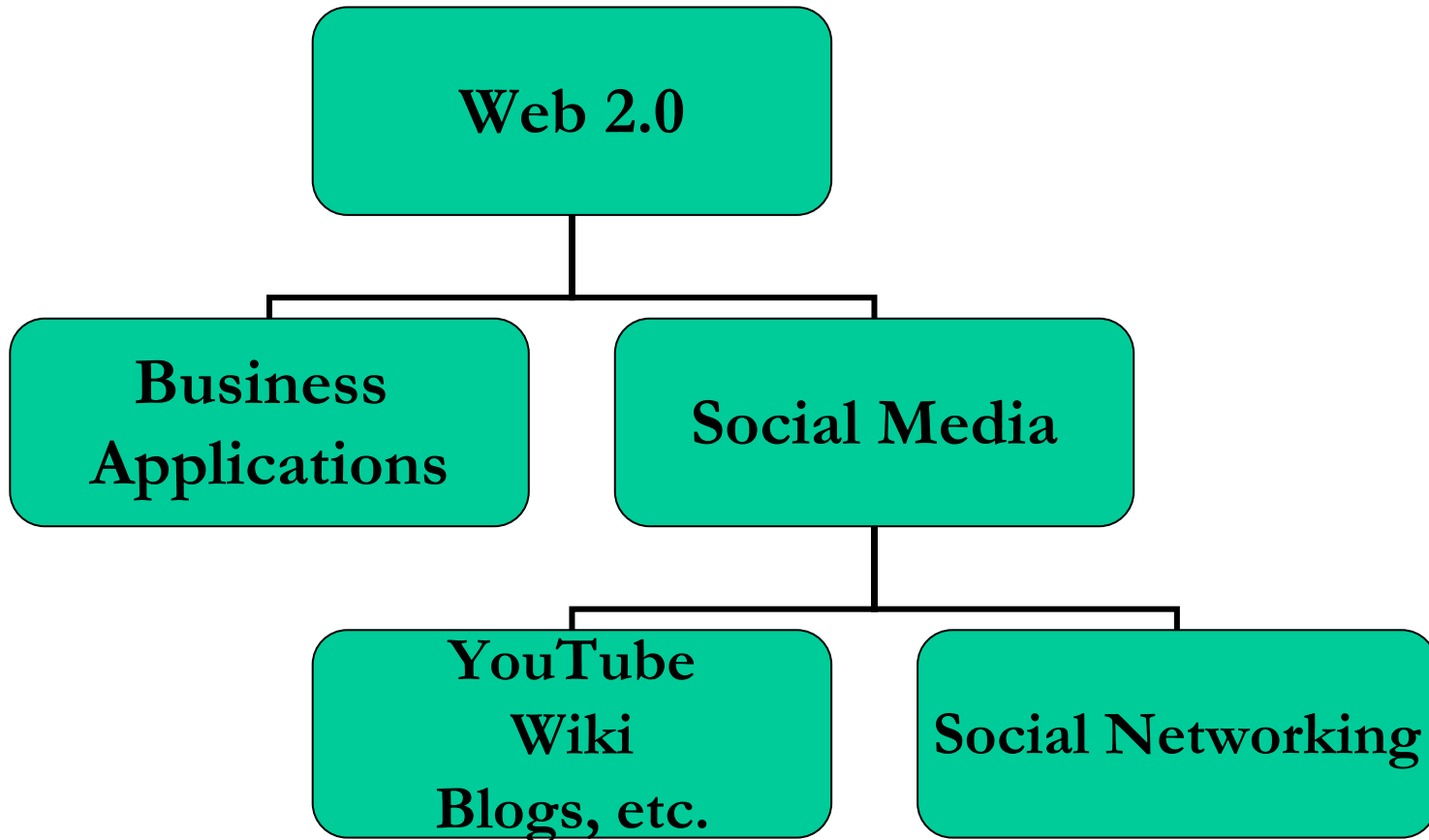
- **Content, Content, Content**
- **Relevance/Tailoring**
- **Convenience**
- **Interactivity**

Built Upon...

Search Engine Optimization



Landscape of Web 2.0



Microsites

The screenshot shows a web browser window with the address bar displaying "http://www.ridingmoweraccident.com/". The page title is "Riding Lawn Mower Accident and Safety Attorney - Law Offices of John Gehlhausen, P.C.". The main header features the text "RIDING MOWER ACCIDENTS" and "PROFESSIONAL LEGAL REPRESENTATION WITH COMPASSION". Navigation links include "HOME", "FAQS", and "CONTACT". A secondary navigation bar lists categories: "About The Firm", "Types of Riding Lawn Mowers", "Accident Information", "Rollover Accidents", "Back-Over Accidents", "Wrongful Death", "Safety Devices", and "Verdicts & Settlements".

The central content area is divided into two columns. The left column is titled "Contact Us For A Free Evaluation" and contains a contact form with fields for "Address me as", "Email", "Phone", and "Message", along with a "Submit" button. The right column features a photograph of a green riding lawn mower and the text "Call Us Today 800-933-3729" and "The Law Offices of John Gehlhausen, P.C.". Below this, the "Frequently Asked Questions" section is titled "Trust the Law Offices of John Gehlhausen, P.C. TO PROTECT YOUR LEGAL RIGHTS" and "Riding Lawn Mower Safety and Accident Attorney - Law Offices of John Gehlhausen, P.C.". The text discusses the risks of riding lawn mowers and the firm's commitment to promoting safety and protecting victims' rights.



SEO:

The Golden Chariot

- **What's Up with Keywords?**
- **Link and Link and Link**
- **Calls to Action**

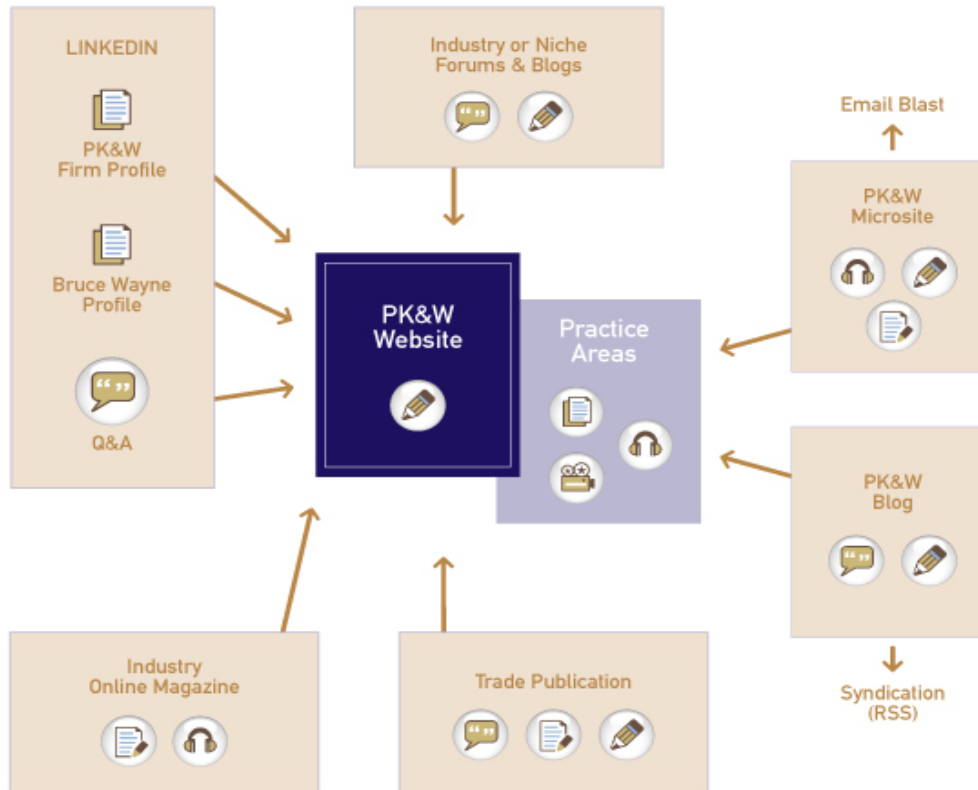


CONTENT






- Practice Area Content
- eBook
- Comment or Review
- Expert Article
- Podcast

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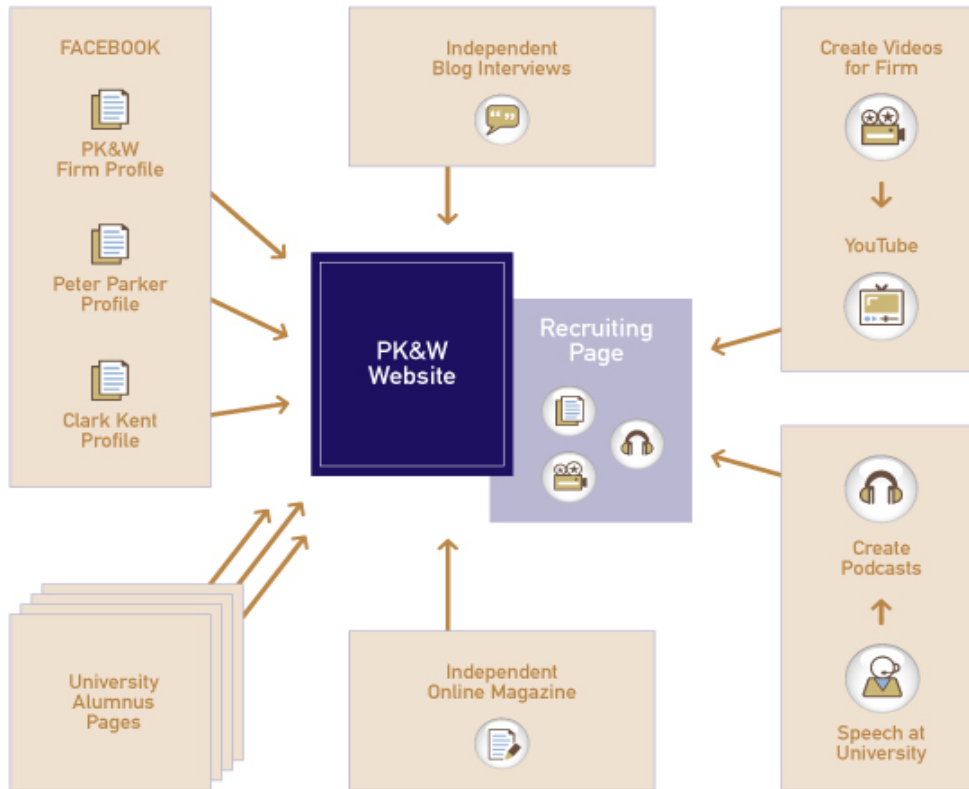
HOW IT SHOWS UP FOR NICHES



CONTENT

-  Firm Info/
Content
-  Video(s)
-  Podcast
-  Expert
Article
-  Interview

HOW IT SHOWS UP FOR RECRUITING



Policies - Do

- Add value
- Use firm key messages in social networking
- Do create hard links back to your site
- Treat your posts like any other published venue
- Use a disclaimer if you're posting your opinion



Policies - Don't

- Don't use client names without their permission
- Don't show information you wouldn't want a prospect to see
- Don't post internal information
- Don't sound formal
- Don't pick fights



What to measure:

- **ROI**
- **Comments (conversation index)**
- **Rankings**
- **Statistics**
- **Reputation & Quality**
- **Influential Ideas**



Join the Web 2.0 Party!

Leverage:

- People
- Events
- Print
- Technology



Who is Ingenuity?



We focus on:

**The People of Professional Services
including:**

- **Growth Strategy**
- **Training & Coaching**
- **Branding**
- **Public Relations, Websites, Collateral,
Marketing Campaigns**



Thank You!

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