



Igor Szucs

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**PR &  
Media  
Trends 2018**

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## **Аннотация**

What are the biggest trends in PR and Media we could expect in 2018? While it's no easy task to make predictions, even if 2018 is almost here, there are some forecasts based on what happened this year and the trends that caught the highest speed in the past months. So, what is the communication industry preparing for us in the coming year? Let us see what the experts say about it.

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While it's no easy task to make predictions, even if 2018 is almost here, there are some forecasts based on what happened this year and the trends that caught the highest speed in the past months. So, what is the communication industry preparing for us in the coming year? Let us see what the experts say about it.



***Some experts in the national media sector may lose their trustworthiness***

Since social media evolved in such a great deal, ending up the primary source of information and news for the population, the national media players are getting blows after blows. In spite of the fact that they were once the most important information providers in the country, they will now have to work hard to maintain their credibility in front of their audience, together with their trustworthiness.



***PR is a value that cannot be replaced or ignored***

We are living in a century dominated by speed, when people are looking to do things and achieve results fast, by even skipping a few steps if possible. This happens when executives believe that it is enough to use marketing on social media networks or digital marketing techniques, choosing to disregard the value brought in by a PR specialist. The truth is that PR specialists are irreplaceable and they should deposit more efforts into teaching people what advantages they can bring, as it is hard to achieve the desired results just by relying on digital marketing.

100% responders

$\$5$  each

84% conversion rate

Costs :  $\$42,000$

=  $\$500$  / buyer

$89\%$

### Upcoming Campaign



Adherence Score 1500

Response Rate  $\rightarrow 10\%$   
(expected, how?)

Conversion Rate  $\rightarrow 55\%$

average order purchase  $\rightarrow \$1200$

# **A battle between earned and paid media**

You probably agree with the fact that it is sometimes hard to guess which content is paid and which one is earned. This happens because the line between these two types is growing thinner and thinner. But, even so, let us not forget that one of the primary skills and talents of a PR specialist is writing. So, they are more than capable of getting the attention of the public, which is a great thing both for the agencies and PR professionals. Yet again, there are some voices that state the fact that PR should be only about earned media, which will certainly lead to a conflict in the future.



# **The struggle to be seen on media**

When we say media, we mainly make reference to the constantly-growing social media networks, like Facebook, LinkedIn, Twitter, and others. In recent times, more and more companies discovered the high potential of media when it came to attracting new clients, but, at the same time, this led to a rather harsh challenge for being seen. In other words, it is quite difficult to find a way to stand out in the crowd in an environment flooded by companies and business that may activate in the same niche as you. Nevertheless, being visible on media also means managing to survive on the market, so this will continue to be one of the main preoccupation of companies around the world, regardless of their type.

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