

15 Digital Skills Every PR & Marketing Pro Should Master (Online Learning)

Digital One of Top 3 Drivers of Growth for PR

72% of PR agencies and managers polled say digital is driving their growth, increasing results and raising revenue. However, there's one big drawback: PR and marketing practitioners lack the digital skills needed for success today.

Even the "digital natives" graduating from colleges and universities lack the business applications and skills required. It's not enough to be able to do Facebook and Twitter on a personal level. Digital strategy and implementation in a business environment is vastly different and most schools are not yet teaching these vital skills.

[Download this chart and register for the free email course.](#)

15 short lessons delivered to your inbox over the next 6 weeks. Get started now and by the end of the year you'll be well on your way to vastly improved digital skills.

In 2016 we're launching the *Digital Skills Master Classes*. If you're on our email course you'll get the early bird notifications, bonuses and discount offers.

These are the #15DigitalSkills marketing and PR pros need to master to be successful today:

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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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Free Email Course

We've developed 15 lessons – one for each skill – that's available in a free email course. You get the PDF of the 15 Digital Skills and one lesson every 3 days. By the end of this year you could be well on your way to improving your digital PR and marketing skills.

[GET STARTED NOW](#)

Digital Skills Master Class

In 2016 we're launching the Digital Skills Master Classes – 15 hands-on classes with in-depth instruction on each skill. You'll get to watch "over-the-shoulder" of experts as they use each skill.

Make good use of the last six weeks of 2015. Start with the free email course today so that you're prepared for 2016 and the Digital Skills Master Classes. If you are registered for the email course you will automatically be notified when the first Master Class is ready.