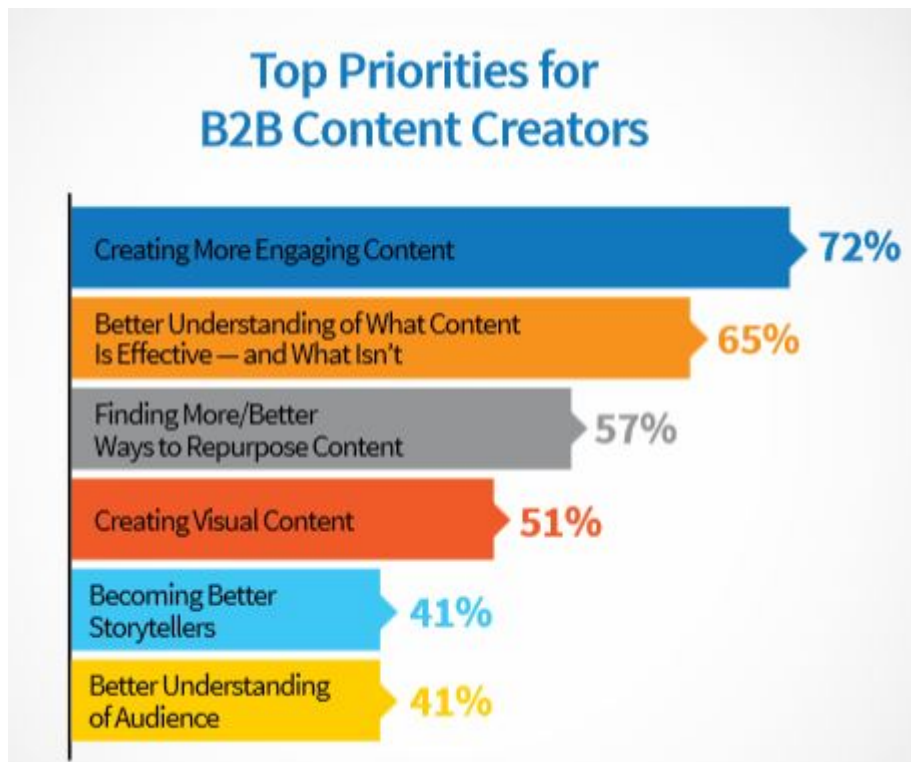
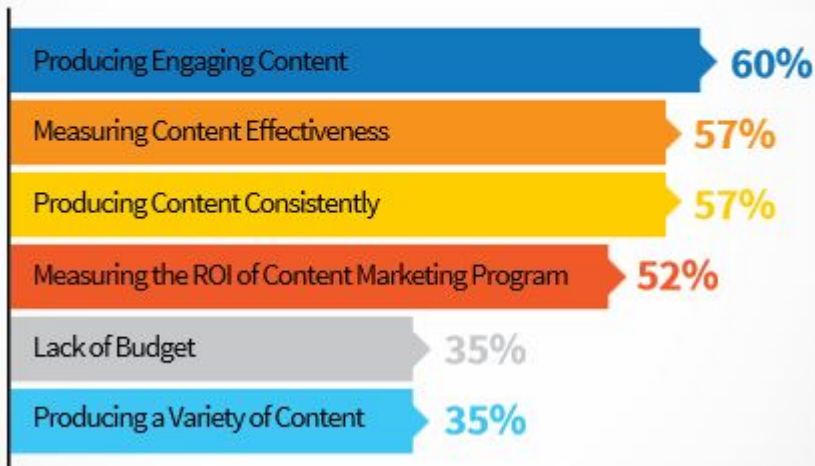


Digital PR Challenges in 2016

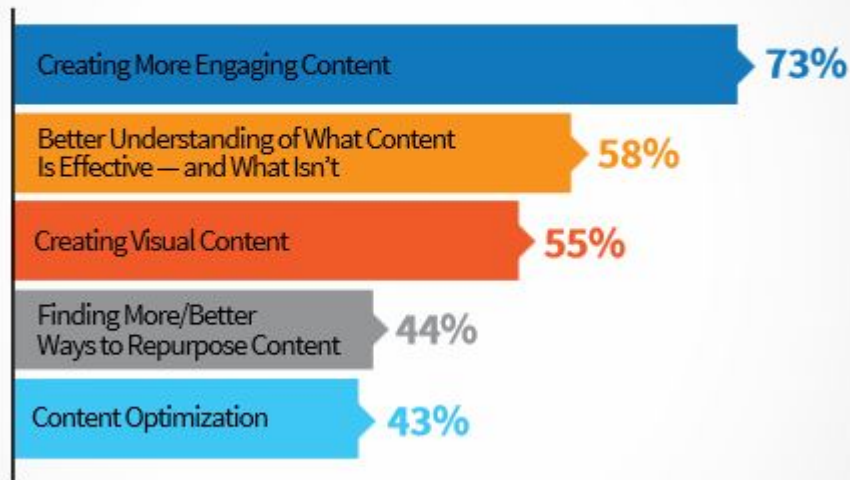
As we begin 2016, brands are making plans for how they'll spend their budget. The Content Marketing Institute and Marketing Profs released two reports that show the state of mind of BtoC and Bto B marketers and what keeps them up at night.



Top Challenges for B2B Content Marketers

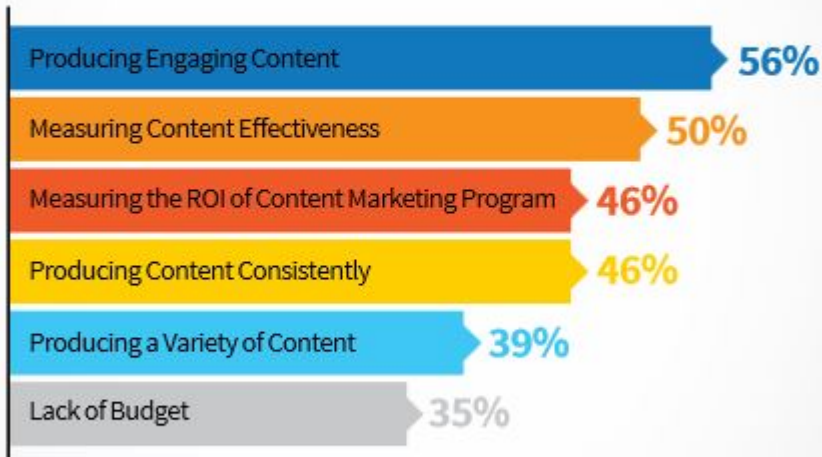


Top Priorities for B2C Content Creators



2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Top Challenges for B2C Content Marketers



2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

It's clear that knowing what content to create, what your audience will respond to and how to measure results are the most important factors. And it should also be crystal clear that anyone with these skills will be in demand in 2016.

Top Digital PR Skills for 2016

- Understanding your audience
- Identifying content opportunities
- Creating engaging content
- Visual literacy
- Visual storytelling
- Measuring effectiveness

If you've not yet mastered these skills the free [15 Digital Skills email course](#) is a good place to start.

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