

Optimizing Public Relations Fundamentals (Download)



This four-part series on Optimizing PR Fundamentals provides some basic ingredients for **public relations** success:

1. How to Write a Press Release (That Doesn't Get Deleted) – Learn how to choose wisely, lead by example, and pitch wisely.
2. How to Use Data to Ensure Content Success – Make sure you're identifying and following the correct signals to success.
3. How to Write an Email Your Customers Will Give a Crap About – Clearly define your goals and condense your messaging.
4. How to Write a Byline That Positions You as a 'Thoughtful' Leader – Don't repeat yourself, identify article topics that relate to business goals, outline your thoughts, and most importantly, start writing!

For more, visit blog.airpr.com.

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