



# WHY AND HOW **INBOUND PR** CAN HELP YOU ADAPT YOUR COVID COMMS

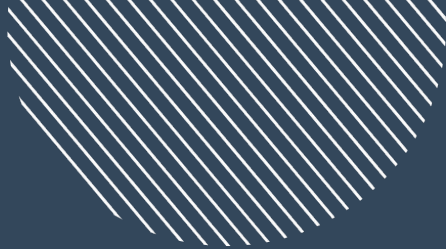


ARE YOU **SURE** WE SHOULD  
BASE OUR MARKETING PLAN  
ON EVERYTHING JUST GETTING  
BACK TO BUSINESS AS USUAL?



TOM  
FISH  
BURNE

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“Inbound PR combines the best of two worlds  
(**Public Relations and Inbound Marketing**) and  
alleviates PR's biggest weakness (**measurement**)  
and Inbound's biggest challenge (**content**).”

**Iliyana Stareva,**

Author of Inbound PR: The PR Agency's Manual to Transforming Your Business With Inbound



# Understand your **media** and your **audience**

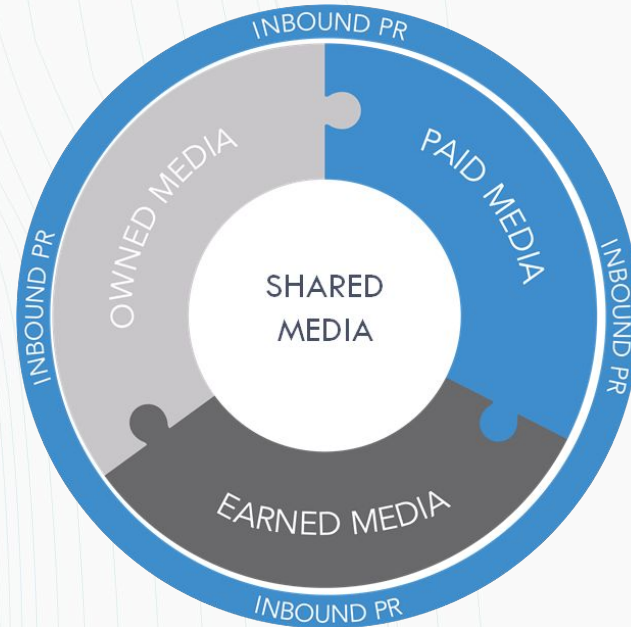
+ **PAID**

+ **EARNED**

+ **SHARED**

+ **OWNED**

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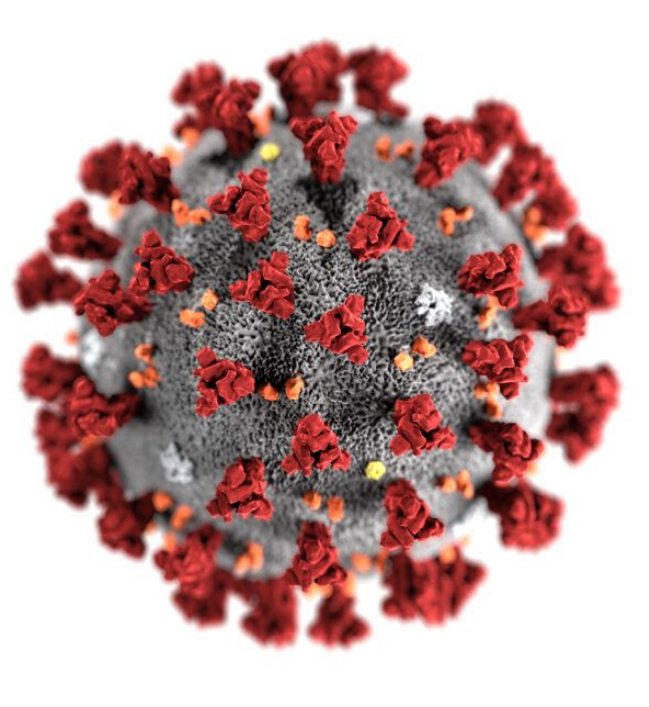
# CHANGE

is never easy

**(But that doesn't mean we shouldn't do it)**







## Notice any change recently?

This is “unprecedented” and “unlike anything we’ve seen before”



## Change is never easy

But that doesn't mean you shouldn't do it

- + Focus on customer priorities and add value
- + Seize the opportunity for B2B PR to reinvent itself
- + Get maximum value from your content
- + Re-evaluate your measurement



# Why?

The FUD factor!

- + Be empathetic
- + Be flexible
- + Be helpful
- + Be humorous



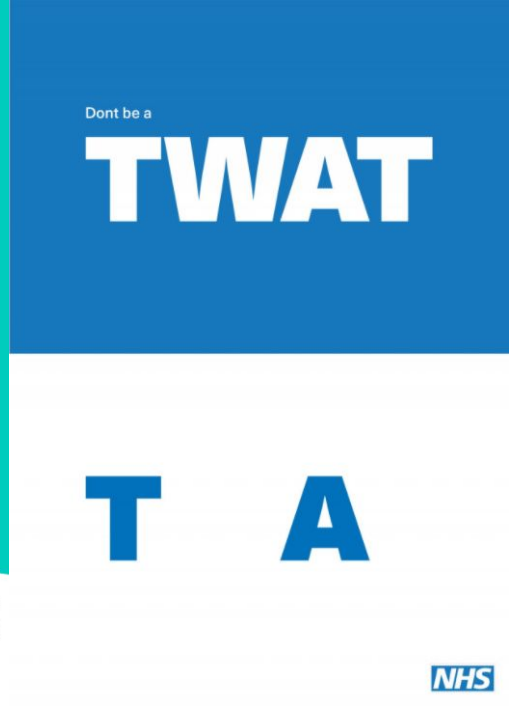




Courage is beautiful 🐦



**DELIVEROO HITS 500,000 FREE NHS MEALS  
TARGET**



## PR Successes

Empathy, Helpfulness, Humour





## Britain's rail passengers face 1.6% January fare rise despite Covid crisis

UK government had been urged to scrap policy of annual increase, with passenger numbers falling

- Live business updates: UK inflation rises as lockdown eases
- Coronavirus - latest updates
- See all our coronavirus coverage



## PR Fails

Out of touch, no empathy, misreading the situation

# How?

## Use your **SOCIAL CHANNELS**

Everyone has been cooped up in their homes since March, therefore spend more time on social media.

Many will also be feeling uncertain and anxious - so use social media to engage with your customers. Make sure you listen to their needs and don't shove your latest piece of content or latest offer down their throats.

Find a balance.





# How?

## Use **THOUGHT LEADERSHIP**

Use your own experiences to help educate the market - we're all facing the same challenges and if you've found a solution, don't be afraid to share it.



# How?

## **LEAD** by example

Who doesn't like a good deal?

If you can, try and support your customers partners and suppliers through recovery.

Not to your own detriment - but providing flexible payment options or free trials could help.





# How?

## Be **PERSONAL**

Humans are social beings, and in a time where we are limited in our social interactions, providing your audiences with a personal statement is more important than ever.

Be personal and be genuine.



# Measure the cr\*p out of it!

1

## EARNED MEDIA

Referrals  
Influencers  
Sales

3

## PAID MEDIA

Impressions  
Click Through Rates  
Conversions

2

## OWNED MEDIA

SEO  
Top Content  
Blog Performance

4

## SHARED MEDIA

Social referrals  
Conversions  
Interactions

+  
+ +

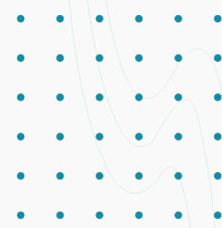


Thank **You**



**huble**  
digital

**Any Questions?**



# WIN Apple Airpods Pro

1. Post a picture, or your key takeaway on **LinkedIn**
2. Must include **#Grow20**
3. We will pick a random post and send you the airpods
4. You could be as happy as these two ->

+ + + + + + + + +  
+ + + + + + + + +





10.15AM BST | 4.15AM CDT | 5.15PM SGT

# USING HUBSPOT TO WIN ENTERPRISE SIZED DEALS

ROWLEY CUBITT IS JOINED BY OLIVIA KIRWAN



# HOW TO MANAGE REMOTE SALES TEAMS EFFECTIVELY

DARYN SMITH IS JOINED BY ANDREI SOCHALAI

