

کارگاه آموزشی

روابط عمومی دیجیتال

Digital PR – Advanced



مجید کثیری

اخبار رسمی



www.Akhbarrasmi.com

021-22886635

مجید کثیری

بنیانگذار و مدیر عامل اخبار رسمی



روزنامه‌نگار
متخصص روابط عمومی آنلاین و بازاریابی محتوایی

اخبار رسمی



www.Akhbarrasmi.com

021-22886635



اخبار رسمی

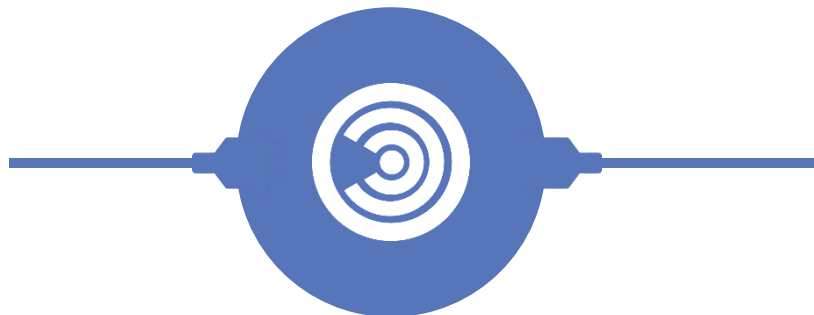
اخبار رسمی، پلی است میان کسب و کارها و رسانه ها

توزیع محتوای شرکتهای (و) تامین محتوای رسانهها

اخبار رسمی، نخستین نیوزوایر بین المللی ایران و یک

ابزار نوآورانه و جامع روابط عمومی است که کمک می کند

اعتبار و نام بزرگتری در سطح رسانهها بسازید



اخبار رسمی به شما کمک می کند



بازتاب آن ها را جمع
آوری و ارزیابی کنید



در میان هزاران خبرنگار و
رسانه مرتبط توزیع،
منتشر و پربازدید کنید



در «مرجع رسمی اخبار
شرکت ها» منتشر کنید



خبر و محتوای با کیفیت
تولید کنید

+۲۰,۰۰۰,۰۰۰

مخاطب بالقوه در روز
برای نمایش محتوا

+۷۵

خبرگزاری و رسانه
برتر همکار در ایران

+۲۳۰

رسانه‌های در دسترس
انتشار بین‌المللی

+۲۰۰۰

رسانه‌های تحت
پوشش داخلی

+۴۰۰۰

شرکت فعال

کمپین‌های رسانه‌ای بین‌المللی

و صدها رسانه دیگر ...



رنگ ۱۵۰۰ در جهان
با بیش از ۲۰ میلیون بازدید



رنگ ۱۰۰۰ در جهان
با بیش از ۱۶ میلیون بازدید



رنگ ۳۰۰ در جهان
با بیش از ۲۰ میلیون بازدید



رنگ ۶ در جهان
با بیش از ۷۰ میلیون بازدید



رنگ ۱۹۰۰۰ در جهان
با بیش از ۵ میلیون بازدید



رنگ ۳۲۰۰ در جهان
با بیش از ۱۰ میلیون بازدید



رنگ ۶۴۰۰ در جهان
با بیش از ۲ میلیون بازدید



رنگ ۵۰۰۰ در جهان
با بیش از ۱۷ میلیون بازدید

گزارش های تحلیلی

Cheer Theatre 26.356, 00:00 JANET
Regatta Choir Expressive



www.AkbarRasmi.com

[illegible][illegible]

86%

Of people skip TV ads

46%

Decline in trade show spending

44%

Of direct mails NEVER opened

30%

Decline in banner clicks

25%

Decline in outdoor advertising

50%

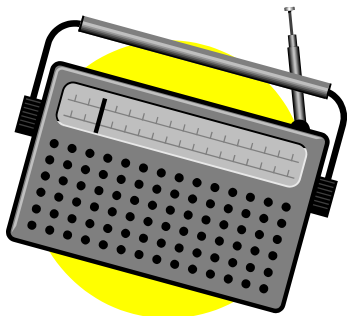
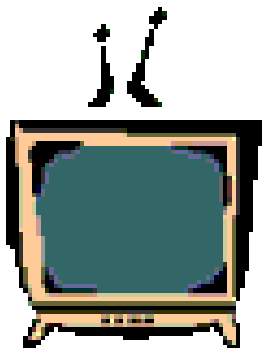
Decline in newspaper advertising

- مردم به تبلیغات مستقیم اعتماد ندارند

- مردم از شعارها خسته اند
- تبلیغات محیطی آزاردهنده اند

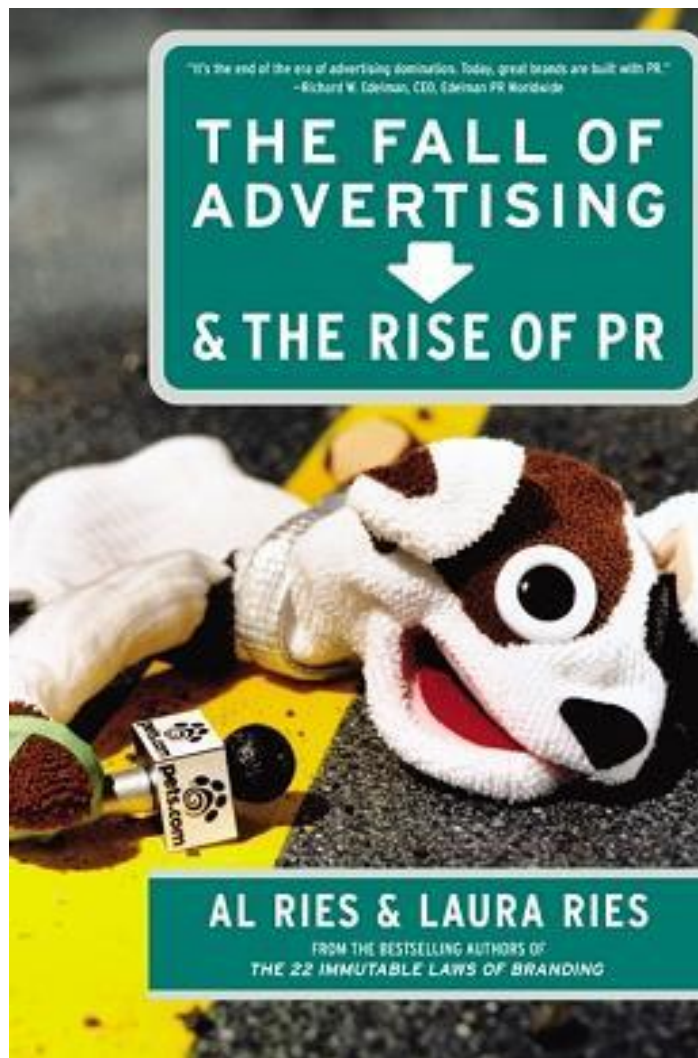
- وفادارای معنای خود را از دست داده است







تبلیغات – بودجه سنگین



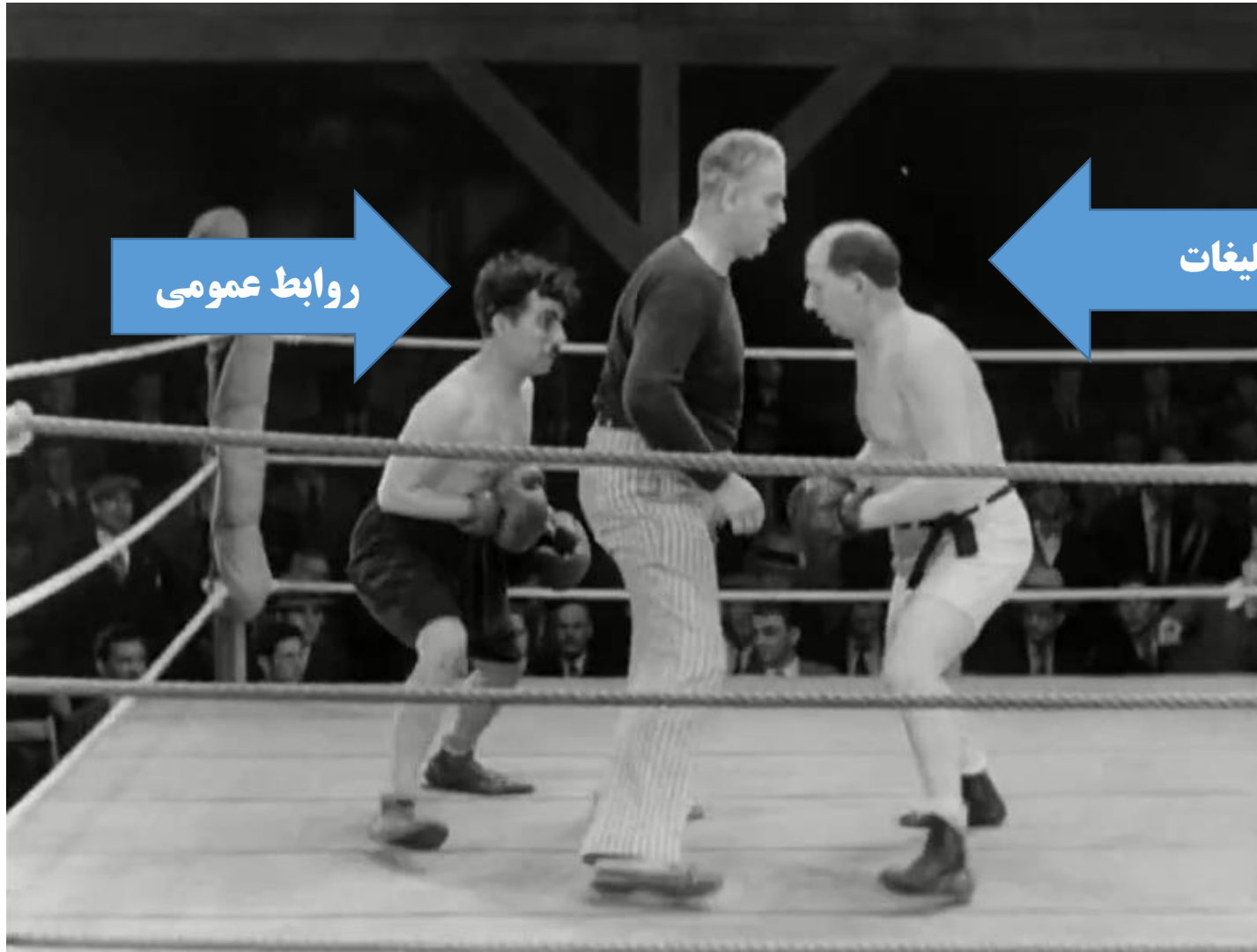
ال ریس
مبدع تئوری جایگاه یابی
در ذهن مشتری

سقوط تبلیغات و رشد روابط عمومی

Source: Cision

- Consumers trust the news and the media
- Companies spend on advertising
- The Budgets are shifting toward CONTENT and PR





روابط عمومی

تبلیغات







تعریف روابط عمومی

- مدیریت ارتباط بین سازمان و **ذی نفعان**
- برنامه ریزی و اجرای برنامه های مداوم برای ایجاد درک متقابل در **ذی نفعان**
- مدیریت **اعتبار** و **خوشنامی** در انظار و اذهان

Digital PR

Marketing-PR Concept

PR in digital era combines and integrates public relations efforts with online marketing (especially content marketing) to maximize digital footprint and frequency of impressions aligned with marketing goals

کاربردها و نتایج روابط عمومی دیجیتال

روابط عمومی

روابط عمومی فعال و ایجاد تصویر برند فعال و خبرساز در نظر مخاطبان برند (Vibrant Brand)

Navaran De

بازدید مطلب

مجموع آمار بازدید مطلب

۱۰,۲۲۲,۵۰۲

مرتبه مشاهده شده

انتشار در رسانه ها

انتشار در فضایی که مطلب شما امکان دیده شدن دارد

۷۸۲,۰۹۱

مخاطب بالقوه در روز

۷۸

رسانه

توزیع هدفمند

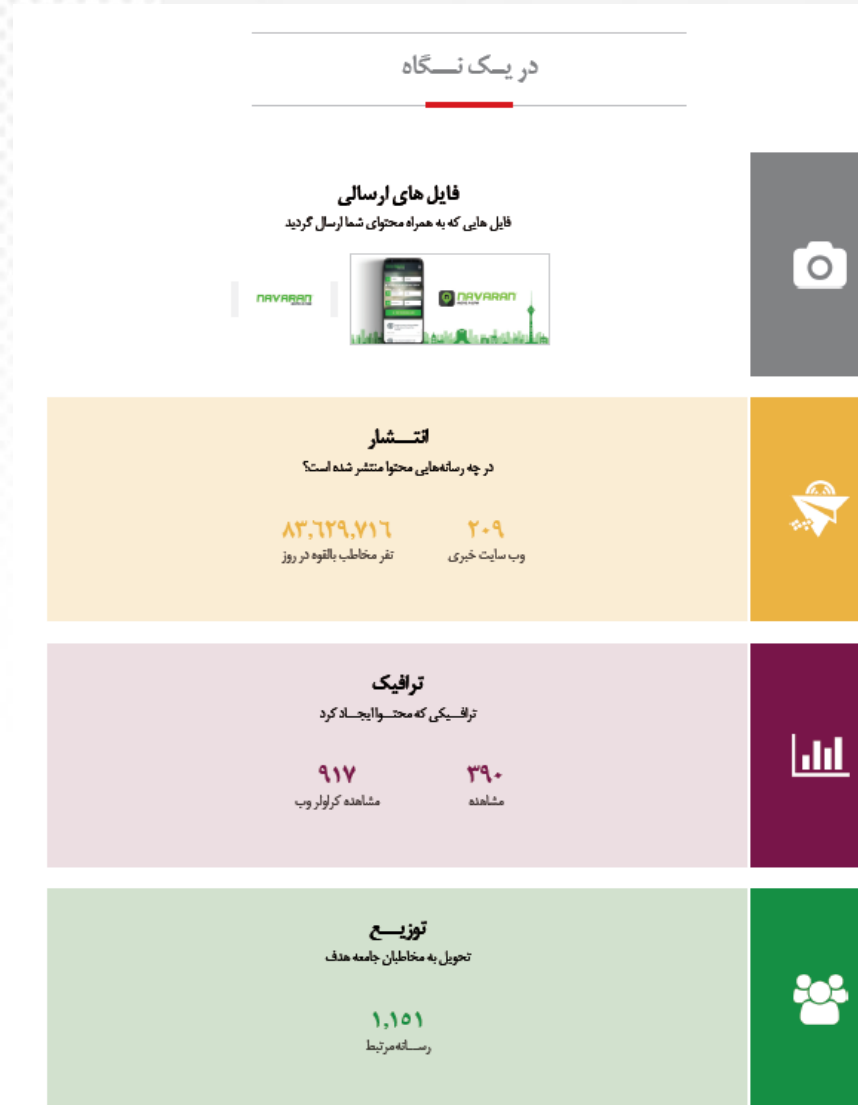
مطلب شما با موفقیت به دست رسانه ها و خبرنگاران رسید

۱۱۰۱

مخاطب هدف

روابط عمومی

روابط عمومی فعال و ایجاد تصویر برند فعال و خبرساز در نظر مخاطبان برند (Vibrant Brand)



روابط عمومی

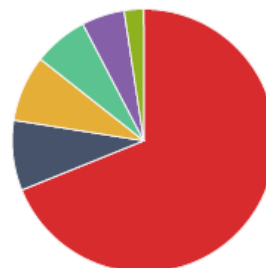
روابط عمومی فعال و ایجاد تصویر برند فعال و خبرساز در نظر مخاطبان برند (Vibrant Brand)

Total Pickup by Source Type



Newspaper (77/36.8%)
Broadcast Media (54/25.8%)
Online News Sites & Other Influencers (22/10.5%)
Blog (12/5.7%)
Financial News Service (9/4.3%)
Other (35/16.7%)






Total Pickup by Industry



Media & Information (144/68.9%)
Travel & Leisure (18/8.6%)
Financial (17/8.1%)
Transportation (14/6.7%)
Retail & Consumer (11/5.3%)
Other (5/2.4%)

Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated 209 exact matches with a total potential audience of 83,629,716.

Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
	Yahoo! Online View Release	Global	Portal	Media & Information	73,379,000 visitors/day
	Business Insider: Markets Insider Online View Release	United States	Online News Sites & Other Influencers	Financial	1,459,000 visitors/day
	MarketWatch Online View Release	United States	Financial News Service	Financial	789,000 visitors/day
	finanzen.net Online View Release	Germany	Financial News Service	Financial	179,000 visitors/day
	Autoblog Online View Release	United States	Blog	Transportation	177,000 visitors/day

بازاریابی محتوا

توسعه بازاریابی محتوا در ابعاد مختلف رسانه‌ای (Content Marketing)

متن محتوای ارسالی

Iranian People Give a Warm Welcome to Exciting Highflying Challenge

Although current economic crisis of Iran, sanctions and devaluation of national currency evoke image of unhappy and disturbed Iranians, these days variety of social events are held in Iran all echoing the flow of happiness and excitement.

TEHRAN, Iran, Aug. 2018 ,23 /PRNewswire/ -- (Alibaba Travel agency) According to the Public Relations department of Alibaba.ir, Among all events, highflying (پلندپروری) challenge can be a good example. Highflying is an Instagram challenge, sponsored by Lufthansa for its prizes that its popularity has soared to an unprecedented level since its launch. It seems that the sponsorship of Lufthansa has fueled its popularity.

Arsha Aqdasi, well-known Iranian stunt performer who has took part in movies like Skyfall, James Bond series, dying of the light and Kung Fu yoga, was the face of the challenge. A remarkable number of Instagram influencers joined the challenge to encourage other users to participate in the challenge and share their highflying moments.

In this challenge, users have shared their creative images in happy jumping. Creative and happy atmosphere of the images caught the attention among social networks activists; and every day more users join the challenge.

The challenge enjoyed such a warm welcome that %20 of the total population of the Iranian Instagram community, which is about 5 million people, have been directly impressed by the challenge.

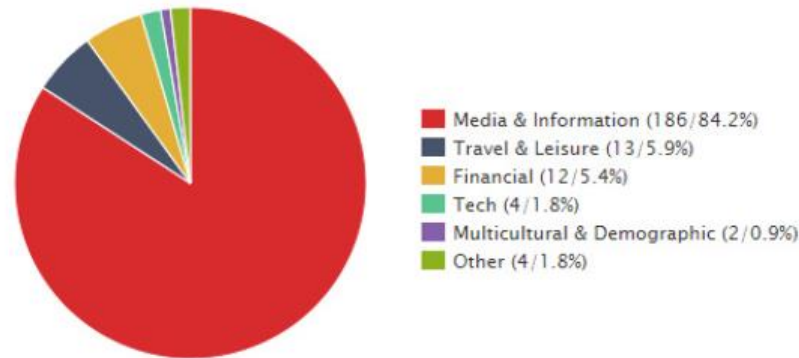
It should be noted that, this challenge has been held in partnership with the Instagram page of Alibaba.ir (Alibaba Travel agency), the biggest OTA in Iran, and Lufthansa airline as its prizes Sponsor.

بازاریابی محتوا

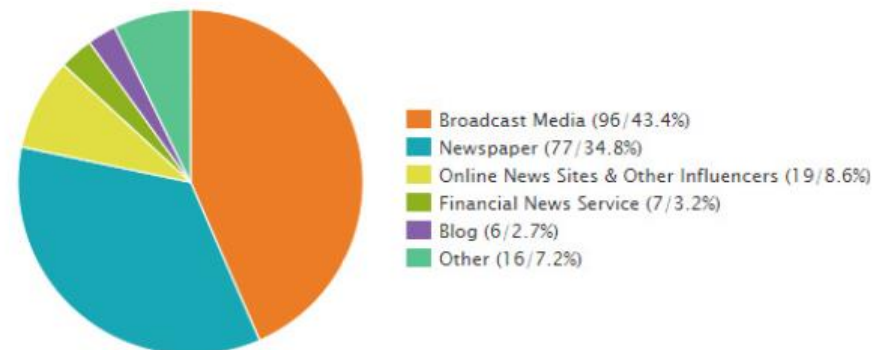
توسعه بازاریابی محتوا در ابعاد مختلف رسانه‌ای (Content Marketing)

انتشار

صنعت رسانه‌ها



نوع رسانه‌ها



برندینگ

برندینگ و افزایش آگاهی از نام برند (Brand Awareness)

گزارش بازخورد بین المللی محتوا

Iranian Pakshoo Brand Wins New York Festival Award



برندینگ

برندینگ و افزایش آگاهی از نام برند (Brand Awareness)



Iranian Pakshoo Brand Wins New York Festival Award

PRESS RELEASE PR Newswire
© Apr. 16, 2018, 08:25 AM

SHARE

TEHRAN, Iran, April 16, 2018 /PRNewswire/ -- **Pakshoo industrial Group** was awarded the Corporate Image Film and Writing distinctions for its Your Story Is Our Story film on April 10 at the **2018 New York Festivals World's Best TV & Films** competition.

Directed by Pejman Fakharian, the corporate image film was produced in 2017 in collaboration with Iranian and international freelancers. It was Iran's first-ever presence at an international advertising industry.

"Not Real Press Releases ...they're only playing with toys."



Perry Marshall, PerryMarshall.com

برندینگ

برندینگ و ایجاد تصویر مطلوب از برند (Brand Image)

گزارش بازخورد بین المللی خبر

Future of Banking in Iran Discussed at Euro Finance Week














برندینگ

برندینگ و ایجاد تصویر مطلوب از برند (Brand Image)

کزارس بازخورد بین المللی خبر

شما با کلیک بر روی هر لینک از لینکهای زیر، می توانید خبر را مستقیماً بر روی خبرگزاری مذکور مشاهده نمایید.

Logo	Outlet or Website Name	Location	Media Type	Industry	Visitors Per Day
	Yahoo! View Release	global	Portal	Media & Information	78,665,007
	Reuters View Release	global	News & Information Service	Financial	753,831
	MarketWatch View Release	United States	News & Information Service	Financial	676,072
	Yahoo! Singapore View Release	Singapore	Portal	Media & Information	605,608
	Seeking Alpha View Release	United States	News & Information Service	Financial	386,872
	TheStreet.com View Release	United States	Trade Publications	Financial	348,155
	Boston Globe View Release	United States	Newspaper	Media & Information	300,021
	ADVFN View Release	United States	News & Information Service	Financial	229,917
	Wichita Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Washington Business Journal View Release	United States	Newspaper	Media & Information	186,291
	Minneapolis / St. Paul Business Journal View Release	United States	Newspaper	Media & Information	186,291

موج سواری خبری

انعکاس اخبار مرتبط با موج های خبری

گزارش بازخورد بین المللی محتوا

The Iran Plast Exhibit was Held on April 13 This Year
With 25 Industrial Countries Attending



موج سواری خبری

انعکاس اخبار مرتبط با موج های خبری

[Markets](#)
[Tech](#)
[Pursuits](#)
[Politics](#)
[Opinion](#)
[Businessweek](#)

[Sign In](#)

[Markets Overview](#)
[World Markets](#)
[Market News](#)

04/15/2016 8:30 AM ET

text size: T | T

The Iran Plast Exhibit was Held on April 13 This Year With 25 Industrial Countries Attending

TEHRAN, Iran, April 15, 2016 — Iran Plast Exhibition: According to the news office of the 10th International Iran Plast Exhibition, Mohammad Maghareh, the chairman of the event, touched upon a rise in the number of foreign participants at the exhibit. "Given the lifting of sanctions [against Iran] and the post-sanctions atmosphere, there has been growing demand from well-known European firms to take part in the exhibition, so much so that 500 first-rate foreign companies from 25 countries, including 13 from Europe and 12 from Asia, Oceania and Africa, will be participating in the exhibition. The figure has been unprecedented in [the history of] holding the Iran Plast Exhibition and indicates the importance of this event," said Maghareh.

Recent Market Articles

- Royal Norwegian Consulate General to Ring The Nasdaq Stock Market Opening Bell
04/15/2016 10:21 AM ET
- BioMann Pharmaceutical Inc. (Nasdaq: BMNN) to Ring The Nasdaq Stock Market Closing Bell
04/15/2016 10:21 AM ET
- Emerge Americas to Ring The Nasdaq Stock Market Closing Bell Remotely from Miami, FL
04/15/2016 10:00 AM ET
- Sandy Speng Dancorp, Inc. (Nasdaq: SASD) to Ring The Nasdaq Stock Market Opening Bell
04/15/2016 10:00 AM ET

Companies in the News

- Alphabet Inc
GOOGL.US
- Yahoo! Inc
YHOO.US
- Netflix Inc
NFLX.US
- BlockRock Inc
BLK.US
- L'Oreal SA
OR.PF

Tax Day waits for no one.

GET STRATEGIES NOW >

©2016 Eaton Vance Distributors, Inc. Member FINRA/SIPC

On the fringes of the exhibition, the Düsseldorf company tasked with holding international exhibitions is holding the K2016 conference in which the world's best specialized rubber and plastic industries expo is

موج سواری خبری

انعکاس اخبار مرتبط با موج های خبری

Home

NEWS VIEWER
MARKETS
INVESTING
TRADING DECK
PERSONAL FINANCE
RETIREMENT
ECONOMY
REAL ESTATE

Wachit
Alerts
Carrot

Press Release

The Iran Plast Exhibit was Held on April 13 This Year With 25 Industrial Countries Attending

Published: Apr 15, 2016 8:30 a.m. ET

Facebook **Twitter** **Google+** **LinkedIn** **Print**

The 10th International Iran Plast Exhibition, as a key international event in the field of polymer products, kicked off on Wednesday, the 13th of April 2016, bringing together some one thousand Iranian and foreign companies. Also present were Iran's Oil Minister Bijan Zangeneh, Minister of Industry, Mines and Trade Mohammadreza Nematzadeh, First Vice President Eshaq Jahangiri, and Marzieh Shohdadi, the CEO of the National Petrochemical Company (NPC). The event opened on Tehran's Permanent Grounds for International Exhibitions and will run until Sunday, April 17.

TEHRAN, Iran, April 15, 2016 – Iran Plast Exhibition: According to the news office of the 10th International Iran Plast Exhibition, Mohammad Maghareh, the chairman of the event, touched upon a rise in the number of foreign participants at the exhibit. "Given the lifting of sanctions (against Iran) and the post-sanctions atmosphere, there has been growing demand from well-known European firms to take part in the exhibition, so much so that 500 first-rate foreign companies from 25 countries, including 13 from Europe and 17 from Asia, Oceania and Africa, will be participating in the exhibition. The figure has been unprecedented in [the history of] holding the Iran Plast Exhibition and indicates the importance of the event," said Maghareh.

On the fringes of the exhibition, the Düsseldorf company tasked with holding international exhibitions is holding the K2016 conference in which the world's best specialized rubber and plastic industries expo is introduced.

Maghareh also touched upon the latest changes and developments related to the 10th International Iran Plast Exhibition.

"The whole space area in the exhibition has been allotted to Iranian and foreign companies. The presence of this many foreign firms in the 10th International Iran Plast Exhibition is not comparable to any other development, trade and economic exhibitions held in Iran. The Iran Plast exhibit is the only exhibition in Iran which has been able to move closer to international standards and increase the level of its global participation by up to 30%," he said.

"The most important policy pursued by holding the 10th International Iran Plast Exhibition is to lay the groundwork to transfer technology and draw investment to

optionshouse[®]

#1

OPTIONS TRADING PLATFORM

INVESTOR'S BUSINESS DAILY[®]

RANKED #1 IN IB's 2016 BEST ONLINE BROKER'S SURVEY

TRADE WITH THE BEST

MORE NEWS FROM MARKETWATCH

Top Stories **Trending** **Recommended**

Massive Crab Swarm Discovered Off Panama Coast

The Latest Toyota Is Made of Wood

Kobe Bryant Ends NBA Career With 65-Point

**What
Content to
create?**



**What type
of content
to create?**



درخشش نام شرکت شما در رسانه‌های مطرح

چرا روابط عمومی دیجیتال؟!

در ۹۳٪ مواقع شروع کار با اینترنت از موتورهای جستجو و **سایت‌های محتوایی** آغاز می‌شود

۵۷٪ از فرایند تصمیم‌گیری در معاملات پیش از اولین تماس با **شرکت هدف** انجام می‌گیرد

۹۴٪ B2B ها، طرفین مبادله اطلاعات شرکتی را در اینترنت جستجو می‌کنند

۶۴٪ از مرحله **شناخت برند** در حضور برند در **رسانه‌ها** بوجود می‌آید

استفاده از **ادبلاک**

۷۰٪ کاربران ترجیح می‌دهند شناخت از شرکت‌ها برایشان توسط **محتوا** باشد تا **تبلیغات**

Content Marketing

بازاریابی محتوایی یک استراتژی بازاریابی است که به وسیله آن اطلاعات
• با ارزش
• مرتبط با خواسته مخاطب
• و مداوم

تولید و توزیع می شود
تا مخاطب مشخصی جذب محصولات یا خدمات شرکت شود

Content Marketing Global Trends

content marketing will be a **\$300 billion industry by 2019** – this means it will more than double in under four years.

2017 was the 7th consecutive year that the content marketing industry enjoyed **double-digit growth**.

The US enjoyed **\$12.11 billion** in content marketing revenue in 2014, which made it the world's largest market for content.

Most successful B2B marketers dedicate at least **39% of their marketing budgets** to content.

The average marketer spends **29% of their total marketing budget** on content.

70% of B2B marketers plan to create more content in 2017 than they did in 2016.

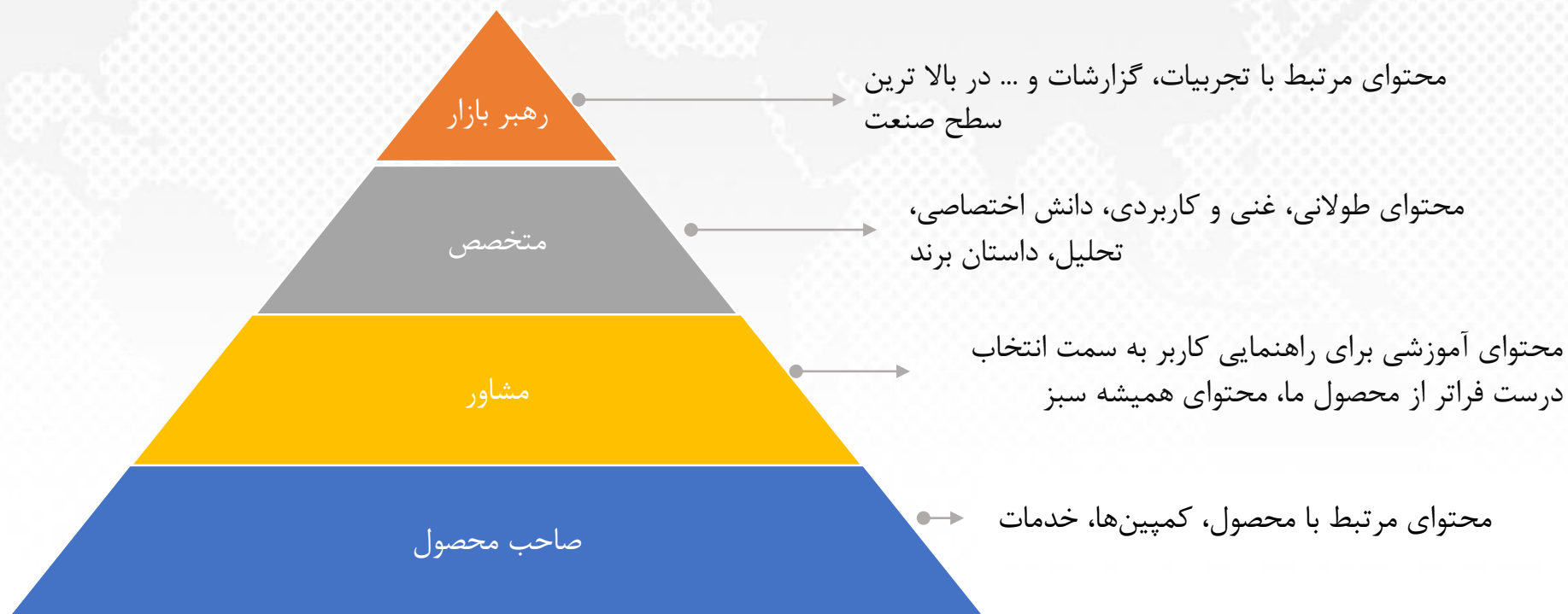
39% of marketers expect their organization's budget for content marketing to increase in 2017.

Source: MarketingMag.com

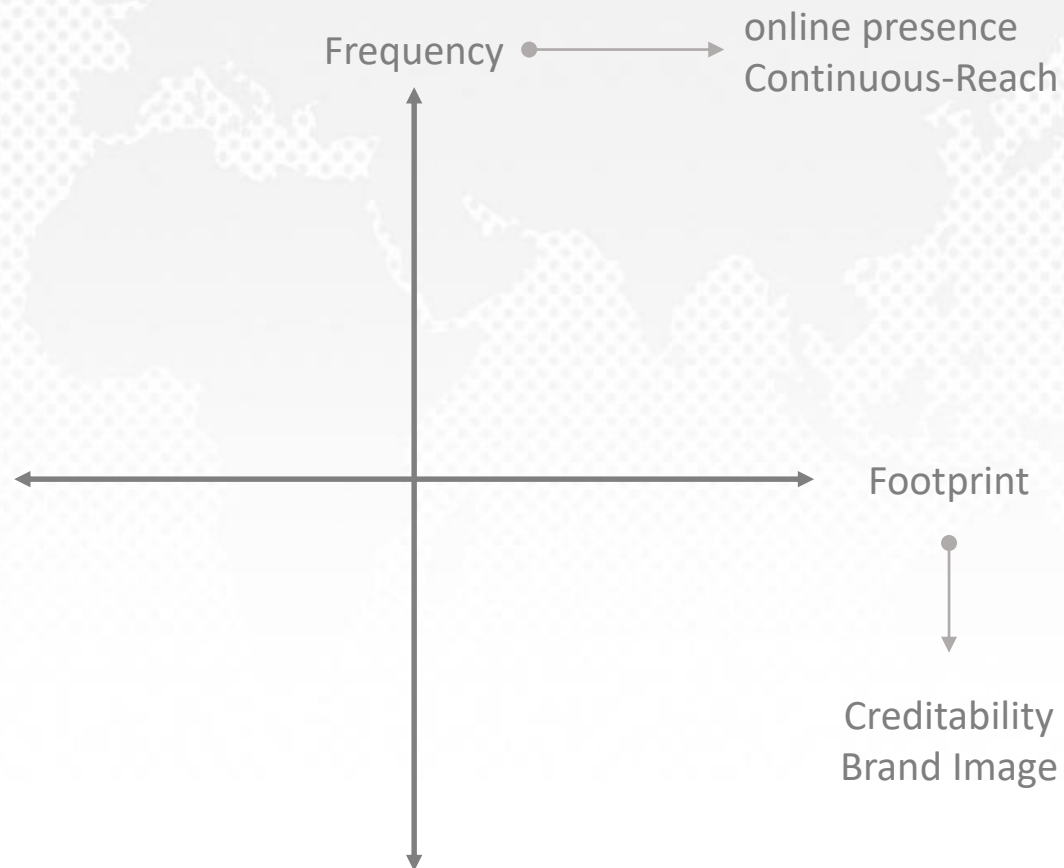
«منتشر کن یا از بین برو»

Publish or Perish

Footprint Contents

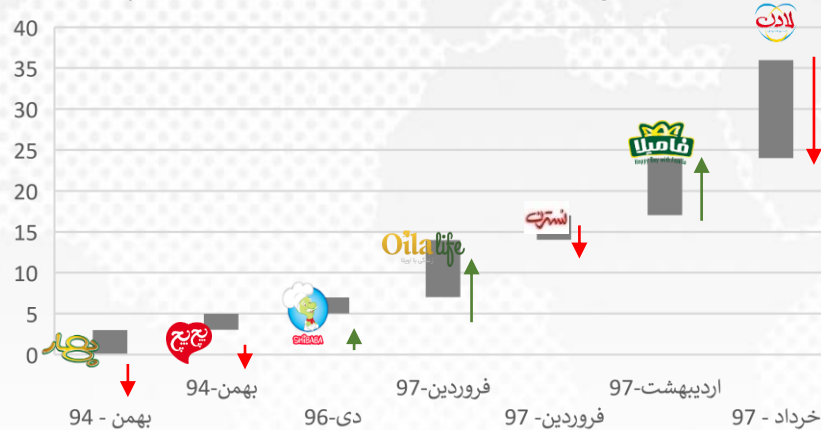


جایگاه سنجی برند در روابط عمومی آنلاین

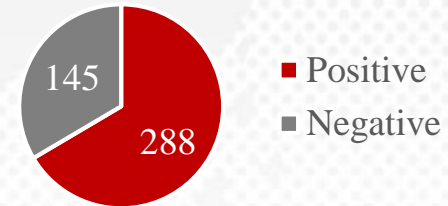


سنجش‌های کاربردی در جایگاه سنجی برند در روابط عمومی آنلاین

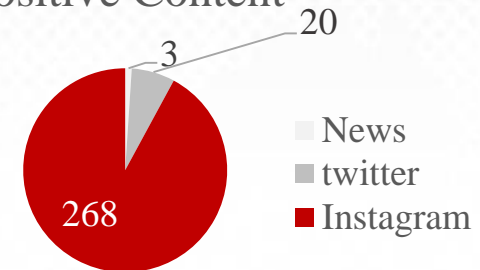
Analyze media and news coverage timeline



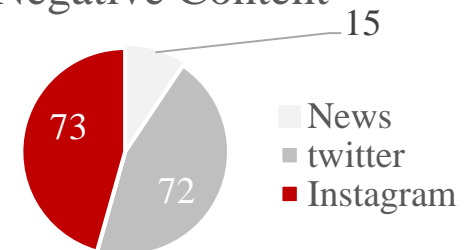
Online PR Situation Analyses
Content Overview



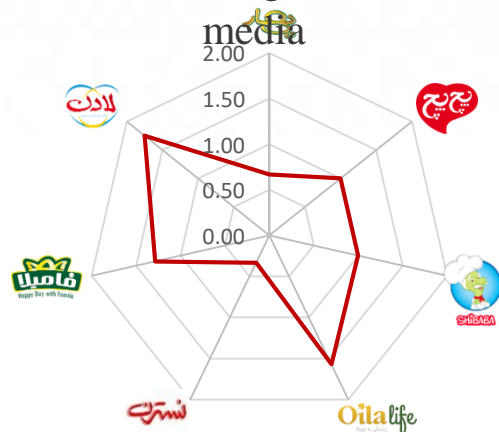
Positive Content



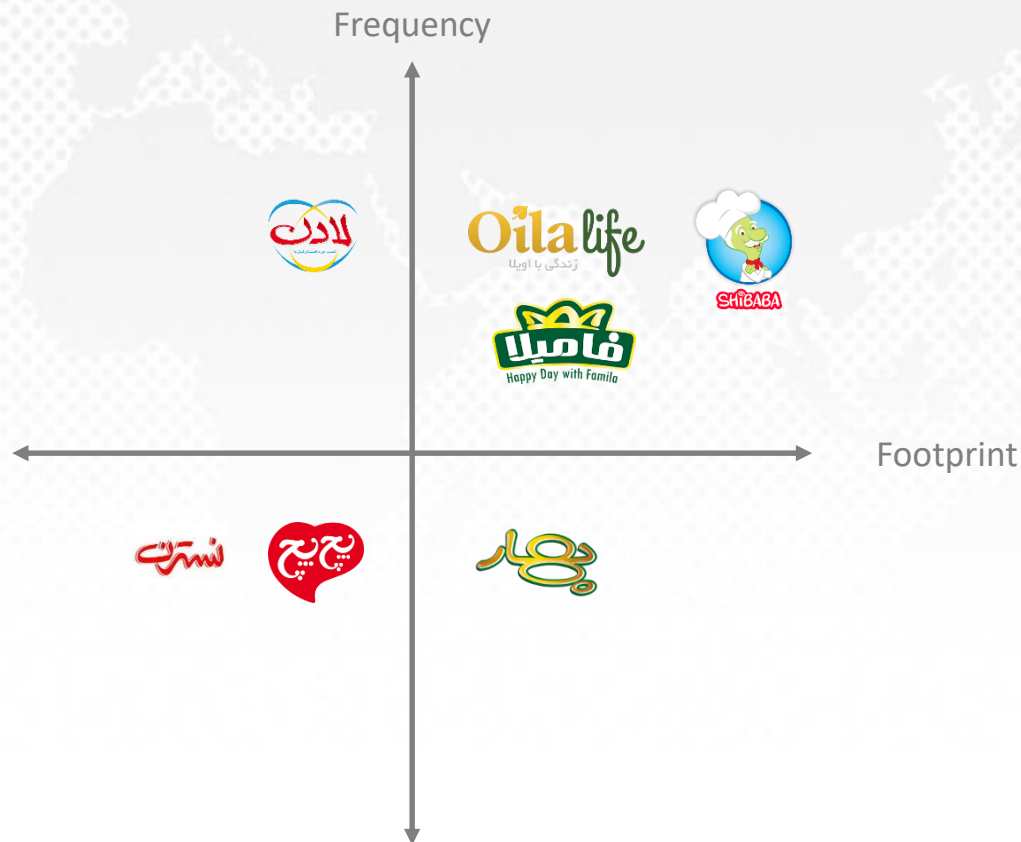
Negative Content



Analyze media coverage relative to level of



تعیین مسیر حرکت فعالیت های روابط عمومی دیجیتال، در مسیر بهبود جایگاه برند در نمودار جایگاه سنجی روابط عمومی آنلاین



تولید محتوای سبز

محتوایی برای خلق Footprint مثبت

تحلیل

مقاله‌ی آموزشی

مقاله‌ی تحلیلی

داستان برند

خبر رسمی سبز

مصاحبه

ویدیو

اینفوگرافیک

ای بوک

ایده یابی تولید محتوای روز

برای ایجاد تداوم سهم صدا

تقویم عمومی

تقویم ذی نفعان

تقویم صنعت

خبر رسمی

موج سواری خبری

محتوای روز

مقالات مناسبتی

رویدادها

تحلیل روز

مصاحبه

گزارش میدانی

گزارش هفتگی

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

1: Brand Keywords:

- Brand mentions
- Company name mentions
- CEO (or top managers)
- Products
- Campaigns
- CSR's
- Crises
- Important brand events and trends

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

2: Non-branded Keywords:

- Top level Industry Keywords
- Industry trends keywords
- Top level Product category keywords
- Long-tail product category keywords

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

3: Customized searched bases on date periods:

- No time period (all)
- Last week
- Last month
- Last 6 months
- Last year
- Last 3 years
- Special time period

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

4: Search results based on media tier

- Tier 1: Most influential – Most Relevant (Industry, Local)
- Tier 4: Least influential – Least Relevant (Industry, Local)

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

5: Search results based on sentiment of coverage:

- Positive
- Negative
- Neutral

Digital PR Measurement

PART 1: Footprint Metrics

Google Search, Social Media mentions, Hashtag searches based on:

6: Search results based on type of coverage:

Visibility levels:

- 1- headline, byline, feature, product/company update
- 2- lead sentence, original research cited in first 5 paragraphs
- 3- image or chart, digital publication cited in first 5 paragraphs
- 4- quote in first 5 paragraphs/digital publication cited after first 5 paragraphs
- 5- mention in first 5 paragraphs/quote after first 5 paragraphs
- 6- mention after first 5 paragraphs

Digital PR Measurement

PART 2: Frequency Metrics

Frequency is measured weekly, monthly, quarterly or annual

1- Number of Coverages

How many times your brand was covered?

Digital PR Measurement

PART 2: Frequency Metrics

Frequency is measured Daily, weekly, monthly, quarterly or annual

2- Total Potential Audience

How much daily/weekly/monthly traffic all these media have combined together?

Digital PR Measurement

PART 2: Frequency Metrics

Frequency is measured Daily, weekly, monthly, quarterly or annual

3- Total Impressions

How many times title or lead of the content was viewed by an actual visitor (they may not read the full content)

Digital PR Measurement

PART 2: Frequency Metrics

Frequency is measured Daily, weekly, monthly, quarterly or annual

4- Views

How many times the content was opened by a visitor (they may not read the full content)

Digital PR Measurement

PART 2: Frequency Metrics

Frequency is measured Daily, weekly, monthly, quarterly or annual

5- Full Views

How many times the content was viewed completely?

- text: scroll to the end
- Video: more than 50% of length

Digital PR Measurement

PART 3: Engagement and SEO Metrics

Engagement and SEO are the by-products of online media coverage and should not be the ultimate goal.

1- Time on content

On average, how long visitors spent on the content?

Digital PR Measurement

PART 3: Engagement and SEO Metrics

Engagement and SEO are the by-products of online media coverage and should not be the ultimate goal.

2- Engagement rate

- Comments
- Likes
- Shares

Digital PR Measurement

PART 3: Engagement and SEO Metrics

Engagement and SEO are the by-products of online media coverage and should not be the ultimate goal.

3- Traffic Metrics

How much traffic to the website was generated by the content?

- Direct traffic through embedded hyperlinks
- Search traffics (not through content)

Digital PR Measurement

PART 3: Engagement and SEO Metrics

Engagement and SEO are the by-products of online media coverage and should not be the ultimate goal.

4- SEO metrics

How media coverages affected SEO metrics?

- DA of publishers
- Relevancy of publishers
- Spam score of publishers
- Number of backlinks (follow or no-follow links)
- Brand mentions

به امید دیدار مجدد

AkhbarRasmi.com
Kasiri@AkhbarRasmi.com
@MajidKasiri



www.AkhbarRasmi.com