

Planning and Managing Data-Driven PR Campaigns

COURSE OVERVIEW

This course equips participants with the skills needed to design, execute, and manage impactful Public Relations (PR) campaigns driven by data analytics. In an ever-evolving digital landscape, leveraging data is essential for identifying trends, understanding audience behavior, and evaluating campaign performance. Participants will learn to develop data-driven PR strategies that align with organizational objectives and effectively engage target audiences.

WHO SHOULD ATTEND?

This course is ideal for PR practitioners, communication specialists, marketing professionals, and anyone responsible for planning and executing data-driven PR campaigns, particularly those seeking to improve their data literacy.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Building a strong foundation in the principles and value of data-driven public relations strategies.
- Acquiring techniques for collecting and analyzing data to guide PR decisions and campaigns.
- Creating strategic PR campaigns that leverage data insights and align with organizational objectives.
- Expertise in executing data-driven PR campaigns effectively across various platforms.
- Understanding the use of key performance indicators (KPIs) to assess the success of PR campaigns.
- Focusing on leveraging data analysis to refine and improve PR campaigns continuously.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- The value and principles of data-driven PR strategy
- How to collect and analyze data to inform PR decisions
- Techniques for crafting strategic, insight-led PR campaigns
- Executing multi-channel PR campaigns using data insights
- Using KPIs to measure and report campaign performance
- Tools like **Google Analytics, Brandwatch, and Meltwater** for PR analytics
- How to continuously refine PR efforts through data evaluation
- Real-world case studies on successful data-driven PR campaigns

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded