

Digital PR Mastery: Managing Influence and Perception Online

COURSE OVERVIEW

This course is a comprehensive examination of the art and science of digital public relations, including crafting compelling brand stories, leveraging social media platforms, managing online reputation, and utilizing data-driven insights to shape public perception. It has been designed to equip participants with the strategic skills needed to navigate and excel in the fast-paced digital media landscape. Participants will learn to develop integrated digital PR campaigns that enhance brand visibility, engage target audiences authentically, and sustainably influence stakeholder perceptions in an increasingly competitive and connected world.

WHO SHOULD ATTEND?

This course is ideal for PR professionals, marketing managers, communications specialists, brand strategists, social media managers, and business leaders seeking to strengthen their digital presence and master the tools of modern public relations. It is also valuable for entrepreneurs and content creators aiming to build influential online brands and for anyone looking to understand how digital media shapes public narratives and brand reputation.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Develop and execute effective digital PR strategies to elevate brand influence and awareness.
- Create engaging digital content tailored to diverse platforms and audiences.
- Manage online reputation and respond proactively to digital crises.
- Leverage social media and influencer partnerships to maximize campaign reach.
- Analyze digital metrics and insights to refine PR tactics and measure impact.
- Employ storytelling techniques that resonate with digital audiences and drive engagement.
- Navigate emerging digital tools and trends to maintain competitive advantage.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Core concepts of digital public relations and managing brand identity online.
- Methods for developing engaging stories and utilizing AI-enhanced content creation tools.
- Approaches to boosting social media interaction and collaborating with influencers.
- Techniques for handling online reputation and managing crisis situations effectively.
- Use of data analytics to track, assess, and optimize digital PR campaign performance.
- Practical exercises featuring real-life examples and simulated campaign scenarios.
- Integration of search engine optimization, paid advertising, and content marketing within PR initiatives.
- Exploration of cutting-edge trends such as artificial intelligence in digital communication and immersive technologies.

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