

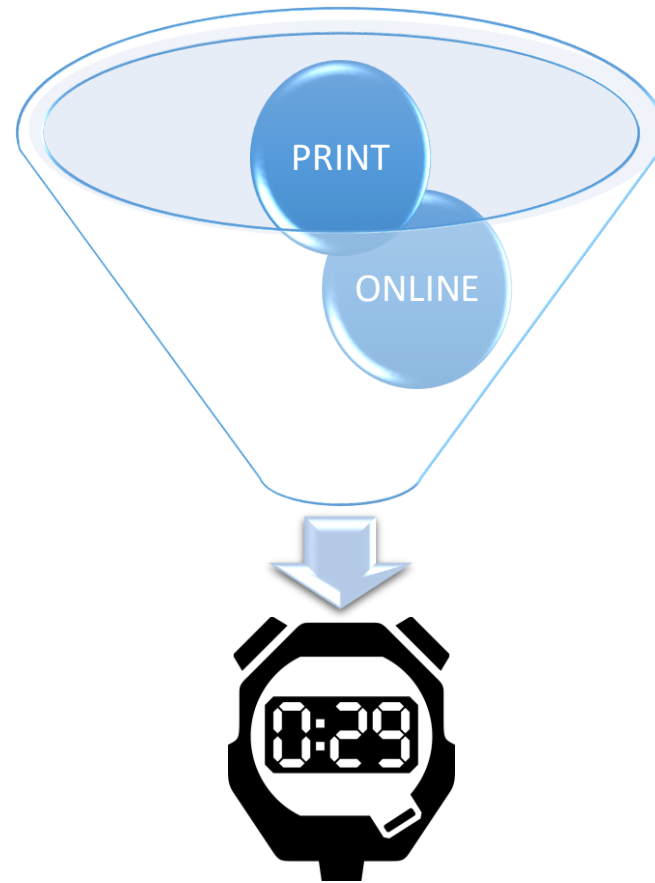
# 5 Trends that are Changing the PR Landscape





1. Movement from print to online
2. Rise of thought leaders
3. Increase in the importance of an accurate website
4. Surge in subscription-based outlets
5. Growing need to be on-top of current events

# TREND #1: PRINT TO ONLINE



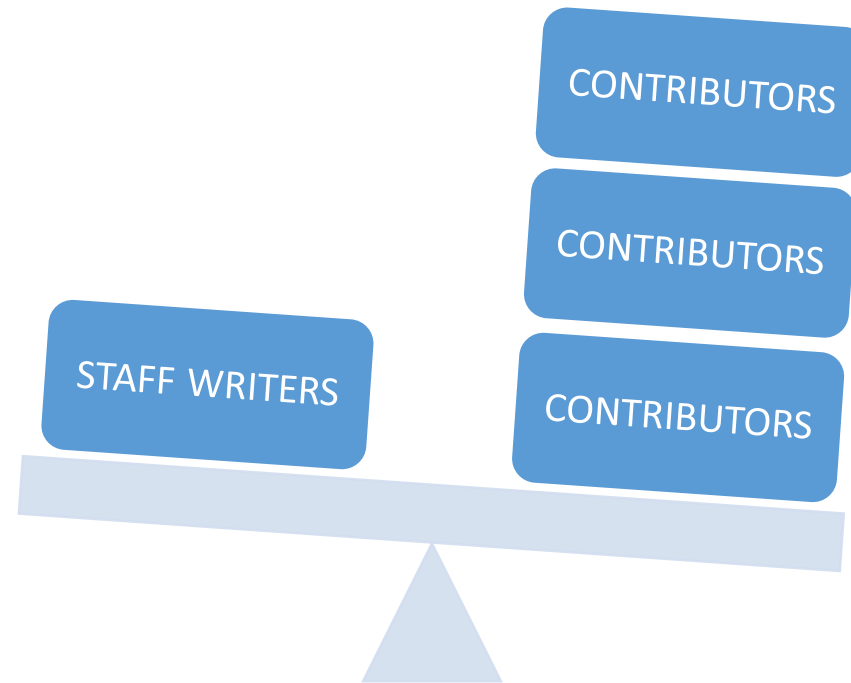
# PRINT TO ONLINE



# PRINT TO ONLINE

- Don't wait
- Refresh often
- Increase content

# TREND #2: RISE OF THOUGHT LEADERS



# RISE OF THOUGHT LEADERS



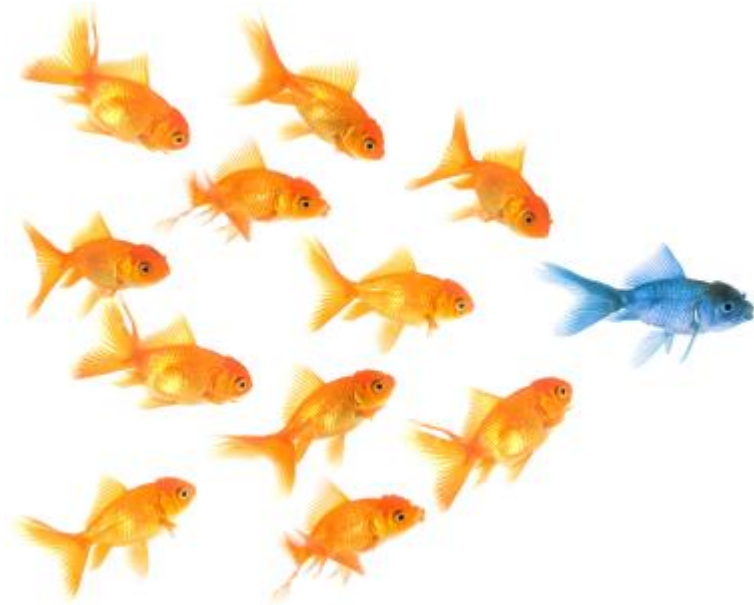
Increased visibility

# RISE OF THOUGHT LEADERS





# RISE OF THOUGHT LEADERS



# TREND #3: IMPORTANCE OF AN ACCURATE WEBSITE



# IMPORTANCE OF AN ACCURATE WEBSITE



# TREND #4: SURGE IN SUBSCRIPTION-BASED OUTLETS



# SURGE IN SUBSCRIPTION-BASED OUTLETS



# SURGE IN SUBSCRIPTION-BASED OUTLETS



# TREND #5: GROWING NEED TO BE ON-TOP OF CURRENT EVENTS



# GROWING NEED TO BE ON-TOP OF CURRENT EVENTS





# GROWING NEED TO BE ON-TOP OF CURRENT EVENTS

TOP  
5



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# Questions?

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