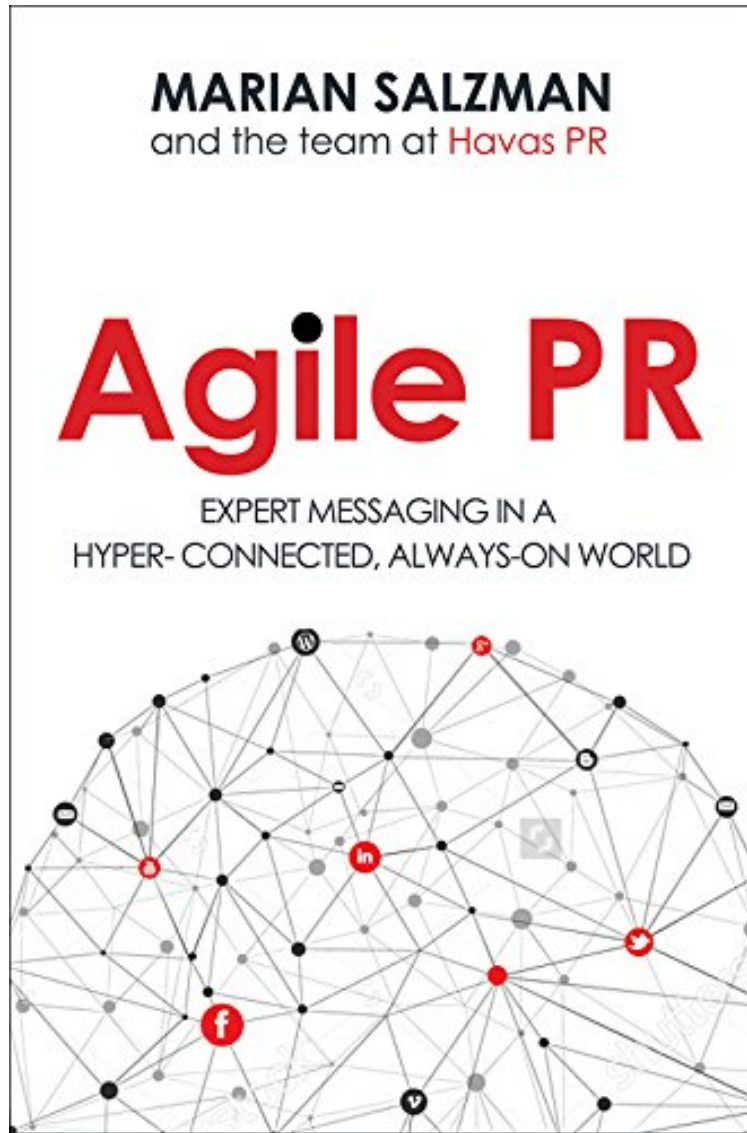


[Free read ebook] Agile PR: Expert Messaging in a Hyper-Connected, Always-On World

# Agile PR: Expert Messaging in a Hyper-Connected, Always-On World

*Marian Salzman*

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**Marian Salzman : Agile PR: Expert Messaging in a Hyper-Connected, Always-On World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Agile PR: Expert Messaging in a Hyper-Connected, Always-On World:

0 of 0 people found the following review helpful. The best book on the market for social media PR By Daniel B. Beaulieu Connecting stories in the new age of Social Media This is one strong book, especially to those of us who are just hanging one by our fingernails to that fast-moving bullet train of social media. With the agility of a millennial but

with the composure of seasoned professionals, Ms. Salman and her team at Havas PR take the reader on an educational tour of the world of social media, how it applies to our business today and to best use it for our own companies' benefit. Some of the more important useful tools that I found in this book:

- Creating your company narrative and keep it going by stringing it throughout various social media outlets
- Connecting with the right people. People who not only appreciate your products and services but who are so well social media connected that they will serve as your "ambassadors"; spreading your good news to their networks.
- How to message through social media in good times and especially in times of crises.
- Controlling your story and your brand and amplifying it to the tight marketplace

Here is one of my favorites. By reading this book you will learn how to actually measure the impact of your social media.

- How to set up and give the perfect TED talks

There is also a very informative chapter on the press release as a thing of the past and the new type of press release for today's well-connected audience. This book is exactly what is proposed to be which is public relations in a social media world. This is one of those books that you cannot be ignored but rather kept nearby as an invaluable guide to "messaging in a hyper-connected, always on world."

0 of 0 people found the following review helpful. Worth reading for everyone who communicates.

By L Lin Up-to-the-minute relevant, actionable, and backed up by examples. Includes suggested resources (eg, websites and conferences), which is very helpful. Written in clear and sometimes witty language, which makes it enjoyable to read while learning a lot especially if you are new to the world of PR, as I am. Each chapter is summarized by a list of actionable key points and their rationale. I would recommend this book to anyone working with any form of communication who is looking to improve their ways of getting their message heard. I would also recommend to read it ASAP because the landscape of the topics covered is constantly evolving (a major theme of the book). Insight now is better than insight later!

0 of 0 people found the following review helpful. Relevant and timely, a must-read for today's businesses.

By Julia Kendrick Conway Comprehensive and accessible guide to the "new" face of Public Relations in the age of social media. Artfully tied in tried and true axioms and leading edge thought processes. I have been in the marketing and PR field since the 1980's and this book really resonated as a road map to the changing landscape of media and public outreach. I would recommend this book to both marketing professionals and small business owners. In fact, I have already recommended it to a couple of colleagues at a conference this week. Marian's approach gives even the beginner a set of tools and methodologies that help navigate this often overwhelming task. This will be recommended reading for all my consulting clients in 2017.

Bloggers, influencers, citizen journalists... today's news landscape is crowded and constantly changing. As a PR professional, how do you match your message to the medium and ensure that it gets heard above the noise? Public relations maverick Marian Salzman goes behind the scenes of creative power house Havas PR, revealing the newest, most effective tactics for championing brands, organizations, and causes. Punctuated by case studies from the United Nations Foundation, Wyclef Jean, Sears, and other campaigns, Agile PR reveals how to:

- Use news crafting to help clients be the news
- Personalize pitches to reporters and bloggers
- Master the art of storytelling
- Break through Web clutter
- Create branded hashtags that get shared
- Bump clients to the top of online searches
- Gain exposure at SXSW, TED, and other key conferences
- Avert and resolve crises
- Measure the impact of media placements
- And more

Ambitious media plans call for cutting-edge tools. Agile PR unlocks industry secrets sure to help anyone broaden their reach and increase their impact.

Salzman applies the term and walks the "agile" walk in this how-to on navigating the fast-paced, always-connected PR World. With a lively voice... readable by even non-PR types.

Arizona Daily Star... highly readable and comprehensive overview of public relations in the age of social media.

For PR professionals who want to join the ranks of the great trendspotters, Salzman's latest is a must-have.

Soundview From the Inside Flap If you work in public relations, you know it's a rapidly evolving field where bloggers and citizen journalists can have wider reach than media pros, and social media more impact than traditional outlets. But with so many voices and channels, and so much noise, what has the most influence? How do you amplify your message? To find out, step inside one of the most innovative PR agencies and watch as creative experts brainstorm and plan campaigns. Agile PR brings you behind the scenes at global powerhouse Havas PR. At the helm is Marian Salzman, a high-profile professional known for steering people and organizations into (and sometimes out of) the news, shaping narratives, and building buzz. This ultimate insider's guide provides a big-picture view of the altered media landscape. It clarifies with examples of successes and stumbles from charitable organizations, tech companies, political candidates, celebrities, retail stores, and more, as they try new ways to get their messages out. Most important, it explains exactly how to use today's most effective tactics for championing brands, organizations, and causes, including how to:

- Use news crafting to help clients gain influence and be the news
- Personalize pitches to reporters, bloggers, and social media influencers
- Master the art of storytelling
- Develop campaigns around big ideas
- Build awareness with socially conscious actions
- Create branded hashtags that get shared
- Bump clients to the top of online searches
- Gain exposure at SXSW, TED, and other key conferences and events
- Avert and resolve crises in a scandal-happy world
- Measure the impact of media

placements bull; Master Twitter, Instagram, Snapchat, and other platforms bull; Spot trends and link pitches to breaking news bull; Rethink the press release and give journalists what they want bull; And much more. Public relations requires adaptability and an agile skill set. Whether yoursquo;re struggling to keep up with the brave new media world or to connect the dots between the old rules and the new, this wise, savvy companion will help broaden your reach, increase your impact, and equip you for the challenges ahead. Marian Salzman is CEO of Havas PR North America and chairs its Global Collective of owned public relations agencies around the world. A top trendspotter and award-winning blogger, she writes for Forbes.com, The Huffington Post, PR Week, and more. Salzman is author or coauthor of more than a dozen books, published in more than 15 languages. From the Back Cover ADVANCE PRAISE for AGILE PR ldquo;Agile PR is a superbly helpful change-management manual that will serve all those who might think they know what the PR function is today. It should be required reading for CEOs, PR professionals, and even students of PR.rdqquo;mdash; Sara Levinson, Board member at Macysquo;s and Harley-Davidson, Inc. ldquo;Agile PR is the best playbook for anyone and everyone who needs to navigate the fast-changing communications landscape. [It] provides very clear navigation and inspiration on the enormous changes wrought by technology on all aspects of communications. This is a must-read, regardless of whether yoursquo;re a student or a successful CEO.rdqquo; mdash;Bob Jeffrey, former Global CEO and Chairman, J. Walter Thompson ldquo;The new normal is fast, chaotic, unpredictable and massively interconnected. What better guide to this new world than Agile PR from Marian Salzman, who is not only brilliant but also every bit as fast and interconnected as the environment she describes.rdqquo; mdash;Stewart Owen, former Vice-Chairman, Young Rubicam; founder of McGarryBowen ldquo;Agile PR is appropriately named and designed for todayrsquo;s marketers and profession-als alike. As marketers, itrsquo;s a daunting prospect to keep up with the pace of information and messaging, while also worrying about bottom- and top-line results on a daily basis. And the pressure for results has never been greater. Speed and agility are jobs one, two, and three in navigating todayrsquo;s consumer-in-control world. Agile PR is the bible worth memorizing quickly to level the playing field and give you a fighting chance at success!rdquo; mdash;Carole Irgang, CMO for hire, Red Shoes Marketing ldquo;Wow! So much insight, so many suggestions. From news crafting to trendsetting, Agile PR describes contemporary PR with grace and humor. When important things in PR happened in the last few decades, Marian was there, and she recognized the deep implications. Impossible to think of a reader who will not gain from Agile PR and impossible to think of a person who will not be engaged.rdqquo; mdash;Barrett Hazeltine, Professor Emeritus, Brown University