

# DIGITAL PR REPORT 2015

#PRCADIGITAL

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# METHODOLOGY

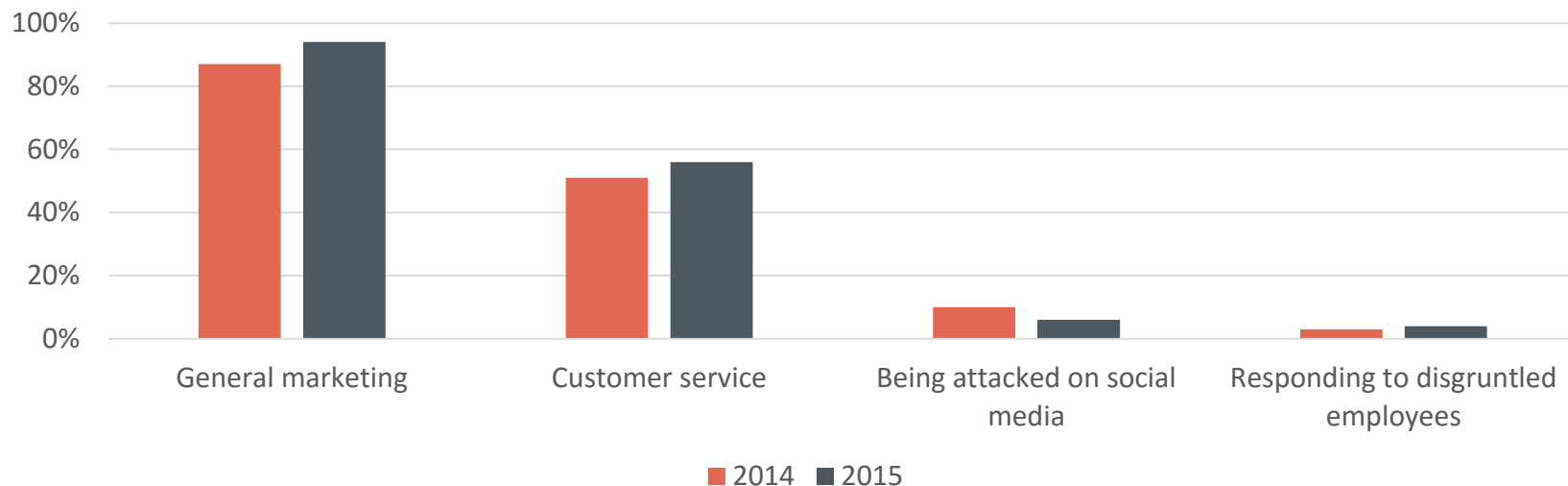
- YouGov partnered with PRCA to survey 280 agency and in-house PR professionals
- Across business services, finance & banking, technology & telecoms, charities & NGOs, Government and other sectors
- In-house respondents include directors of marketing/comms, heads of marketing/comms, head of press/PR
- Agency respondents include CEOs, MDs, Partners and Directors

# KEY LEARNINGS

- In-house PR staff surveyed are now far less likely to point to negative reasons for embracing social media, instead pointing to general marketing and customer services
- The mean percentage of in-house marketing budget spend that goes on digital activities is 16% - no change since last year
- Investment in blogger outreach for in-house teams continues to grow and PR agencies increasingly entrusted with this work
- Top platforms remain Twitter and Facebook, but with growth in LinkedIn and less use of Pinterest and Google+
- Agency and in-house people still need training. For agencies, top need is SEO; For in-house, top need is blogger outreach

# CHANGING IN-HOUSE ATTITUDES

In-house leaders are now far less likely to point to negative reasons for taking their brands online, instead pointing to general marketing and customer services.



# CHANGING IN-HOUSE ATTITUDES



But the main reason for not using social media more often remains the same as in previous years...

**55%**

Lack of staff/budget/time to manage social platforms or digital campaign elements

# IN-HOUSE BUDGETS

16%

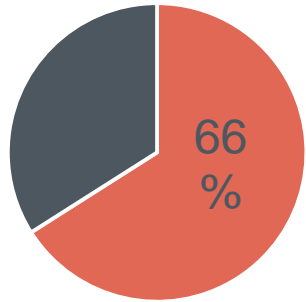
Mean percentage of in-house marketing budget spend that goes on digital activities (no change since last year)

64%

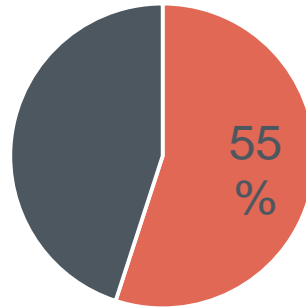
In-house teams that expect digital budgets to rise in the coming 12 months

# IN-HOUSE BUDGETS

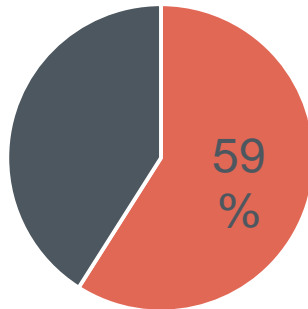
The main digital areas of in-house budget spend are...



Online advertising / PPC



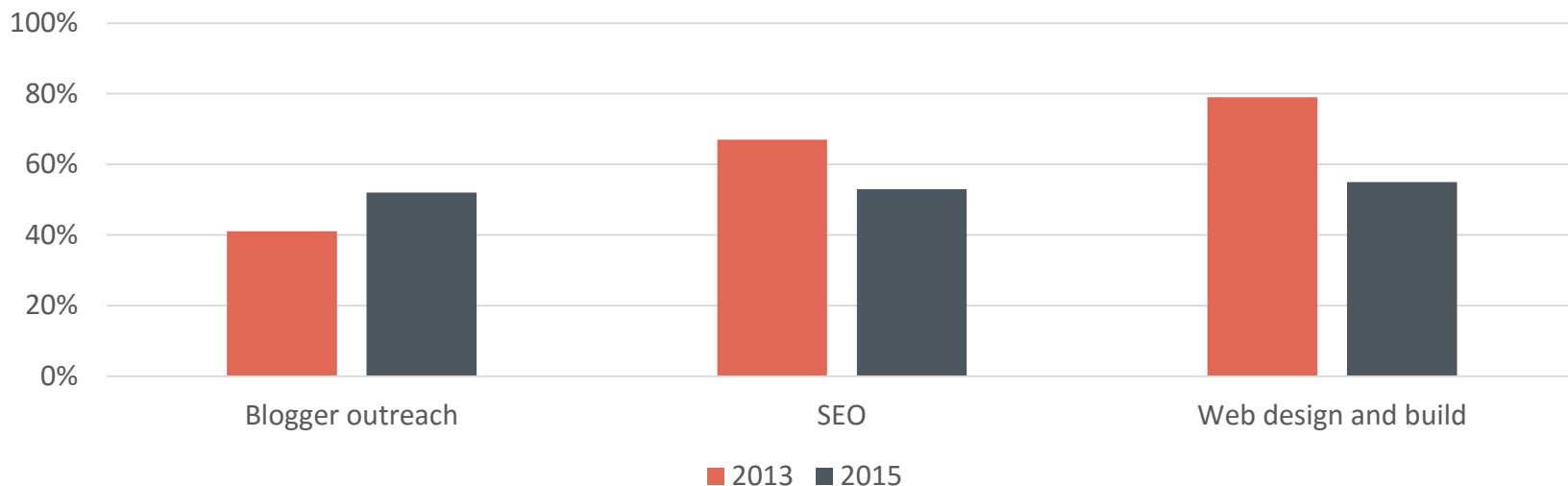
Web design and build



Content creation

# IN-HOUSE BUDGETS

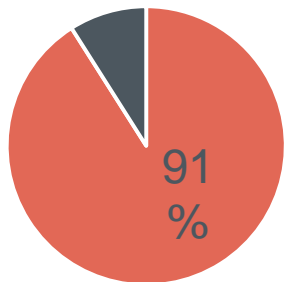
Over the last two years, we've seen the biggest growth in spend on blogger outreach, while the biggest drops in spend have been on SEO and web design and build.



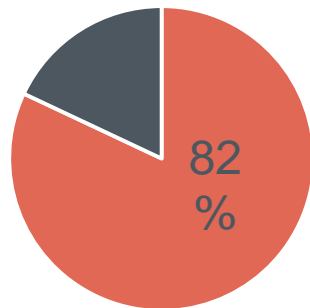


# PR AGENCIES AND HOW THEY'RE BEING USED

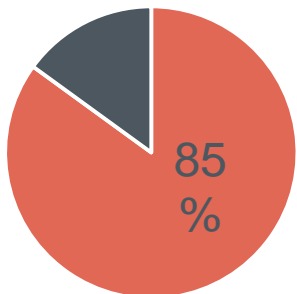
The main digital service offerings from PR agencies are...



Content creation

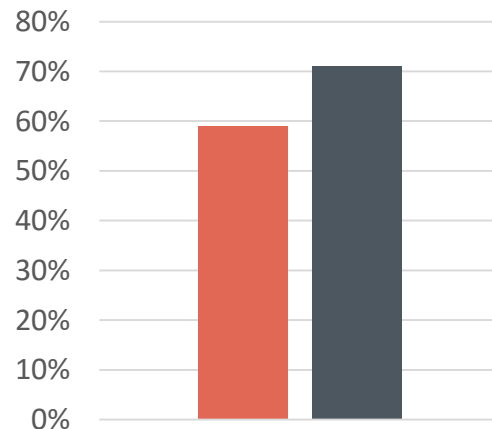


Blogger outreach



Social network strategy

Biggest growth as a service offering

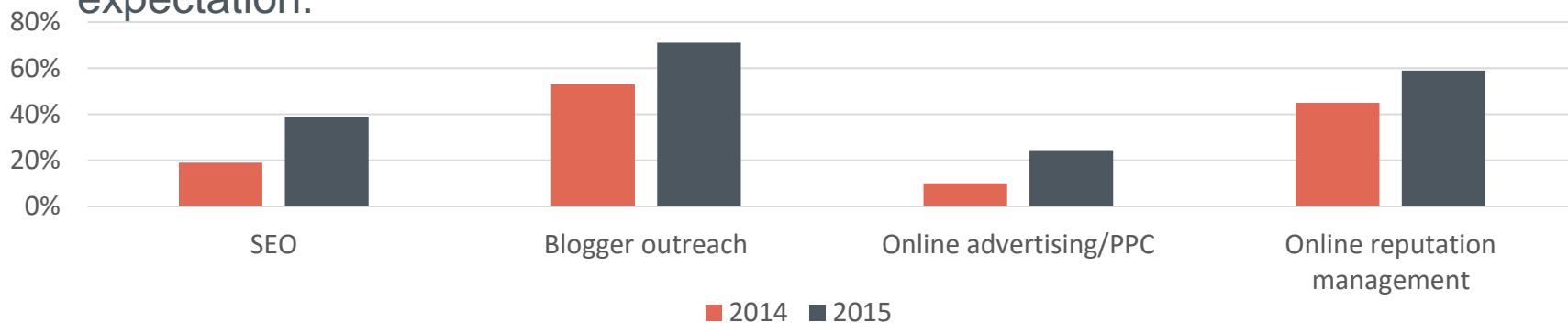


Web design and build

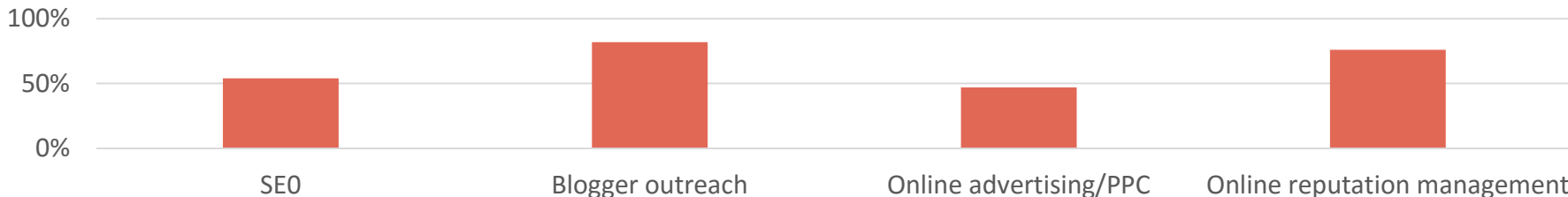
■ 2014 ■ 2015

# PR AGENCIES AND HOW THEY'RE BEING USED

Huge growth in in-house PR staff expecting PR agencies to be able to deliver many digital service areas, with these the biggest growth in expectation:



Agencies that currently offer these services:



# PR AGENCIES AND HOW THEY'RE BEING USED

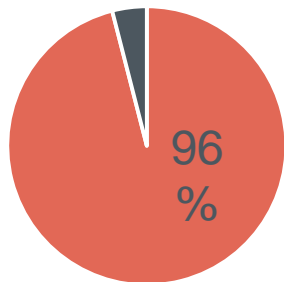
There has been some growth in digital services as a percentage of PR agency revenue over the past year:

2014  
**22.1%**

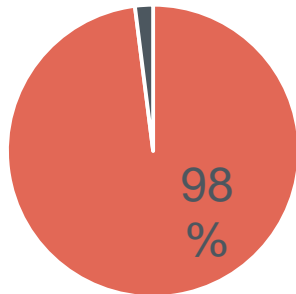
2015  
**22.9%**

# PLATFORMS

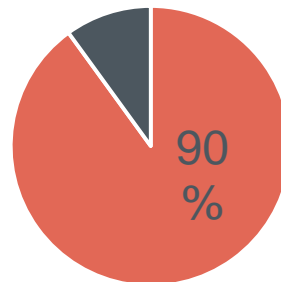
Twitter and Facebook remain the leading platforms for usage by in-house teams and agencies



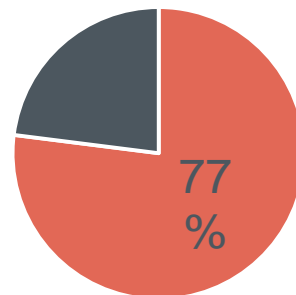
In-house



Agency



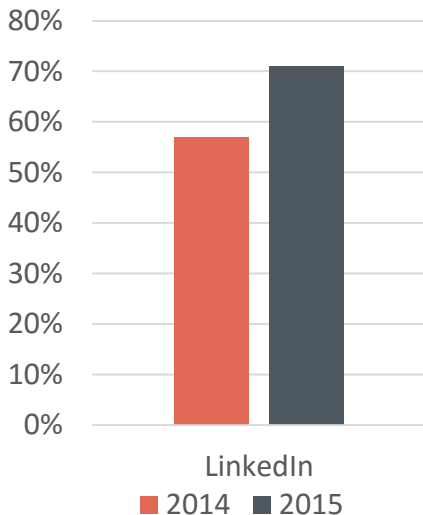
In-house



Agency

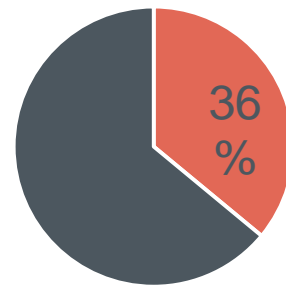
# PLATFORMS

The biggest in-house growth in platform usage has gone to LinkedIn, despite lack of confidence in measuring ROI in this platform. Most agencies expect further use in coming year.

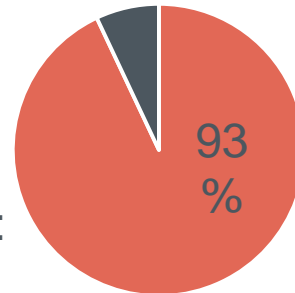


In-house growth

In-house confidence of measuring ROI of LinkedIn:

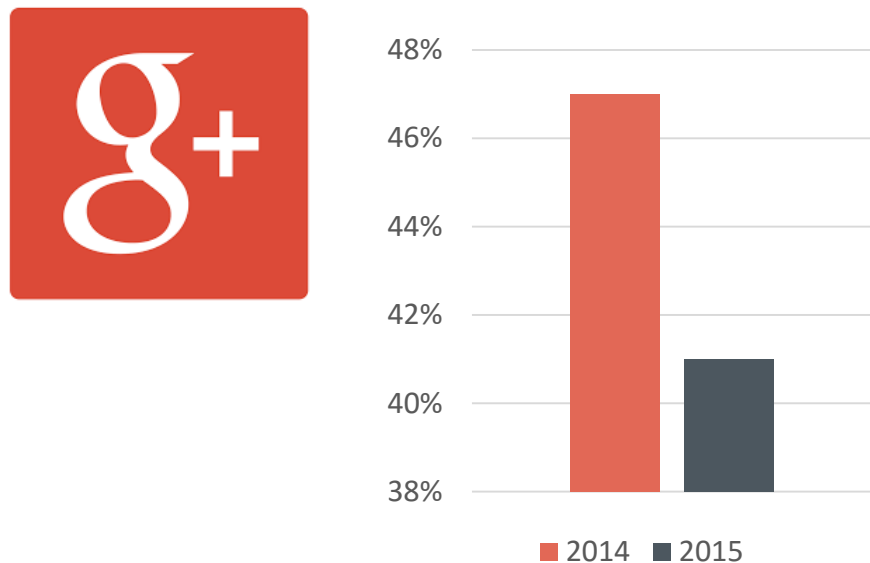
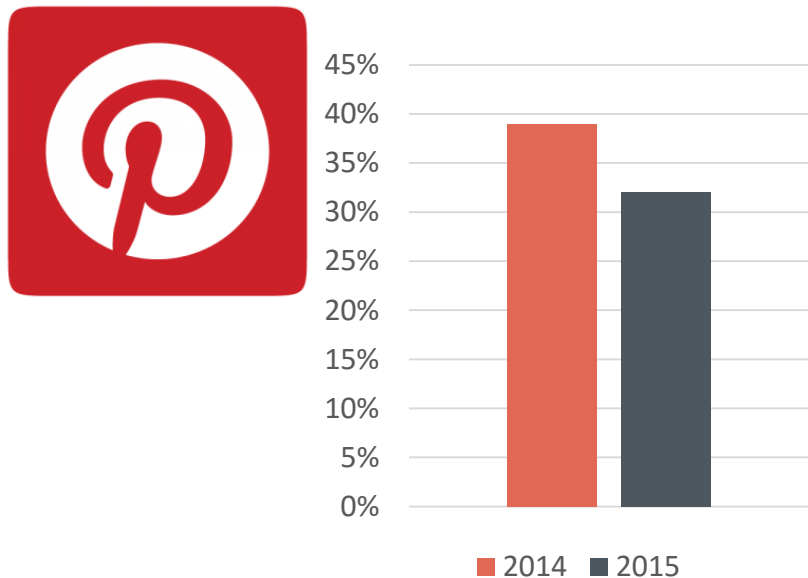


Agencies that expect to use LinkedIn in the coming year:



# PLATFORMS

The platforms that have lost most usage by in-house teams over the last year have been Pinterest and Google+.



# ROI

72%

In-house confidence that they can measure ROI of traditional PR

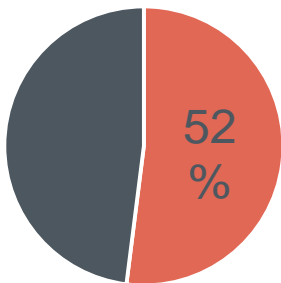
67%

In-house confidence that they can measure ROI of digital / social media PR activities

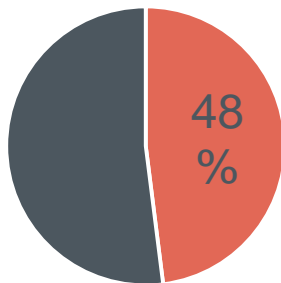
# EDUCATION AND INSIGHT

In-house

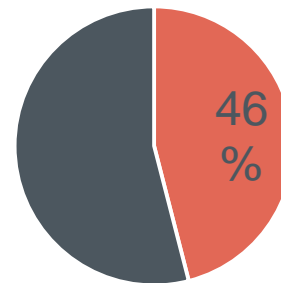
Main sources of training rated the highest:



Expert blogs

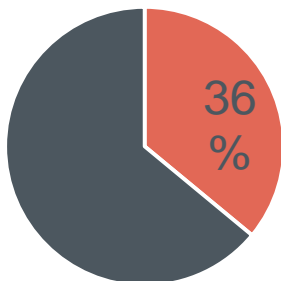


Training courses

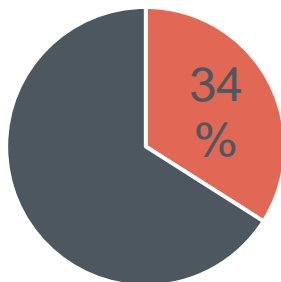


Conferences and events

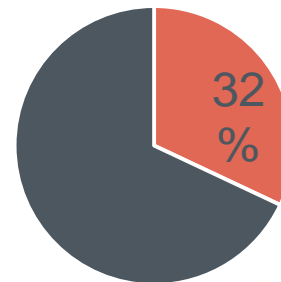
Need for more education/insight:



Blogger outreach



Social network strategy



SEO

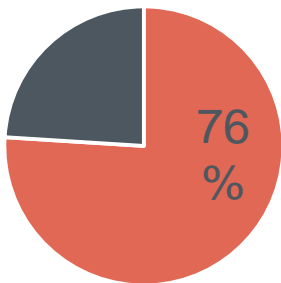




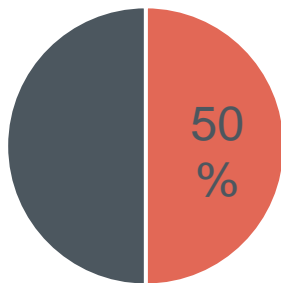
# EDUCATION AND INSIGHT

## Agencies

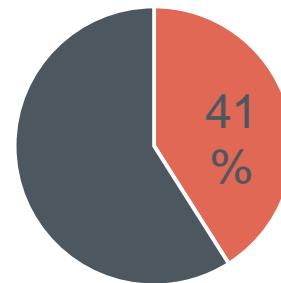
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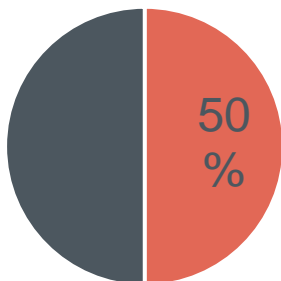


Training courses

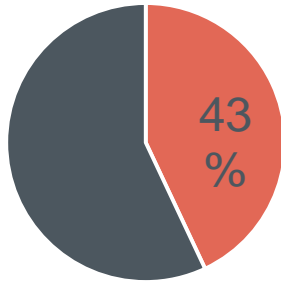


Conferences and events

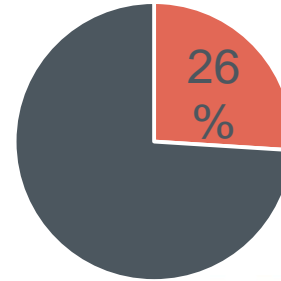
Need for more education/insight:



SEO



Online advertising / PPC



Web design and build