



LEWIS PR Defines 12 Essential PR Techniques In Global Guide to Digital Communications

Analyses the international digital professional's skill set from SEO to content, from community to crisis management

LEWIS PR, the global digital communications agency, has launched a guide to 12 essential techniques of modern PR. The Changing Face of Communications shows how the techniques are applied to each of these areas: Communicating in real-time Incorporating SEO into PR Evaluating campaigns Deploying video Word-of-mouth marketing Corporate blogging Event-based community management Content creation Crisis management Optimizing web sites for conversions Internal case building Online influencer communications. It's hard to prioritize the skills that matter most because the change is profound and continual, said Chris Lewis, CEO at LEWIS PR. The industry is split between those who know the solutions - and the establishment - those who know the problems. This book is an attempt to bring them together. The Changing Face of Communications is authored by LEWIS practitioners from 25 offices around the world. Each article includes tips to help communicators in their daily roles. Each article in the book is also a bite-sized summary of one of the company's digital communications training modules. Every staff member undergoes a combination of online and in-person training to enable them to deliver fully integrated digital campaigns. The book is available online here:

<http://www.lewispr.com/resources/digitalbook.aspx-ends-> About LEWIS PR LEWIS PR is a global digital communications agency. In addition to traditional media & analyst relations, LEWIS specializes in social media, digital marketing & creative services. It works with organizations to implement integrated communications programs on an international scale. LEWIS works with leading & emerging brands across multiple sectors, including automotive, consumer, government, healthcare, insurance, legal, non-profit, technology & telecom. LEWIS has 25 wholly-owned offices across the US, EMEA and Asia Pacific, with regional headquarters in London, Munich, San Francisco and Singapore. For further information or to request a printed copy of the book please contact: Gemma Maughan LEWIS PR +61 2 9409 3100 gemmam@lewispr.com