Mindluster Platform

About the course Public Relations Strategies for Branding

Public Relations Strategies course, in this course we will delve into the intricacies of Public Relations Strategies. Students will explore various approaches to effectively manage communication between organizations and their audiences. Topics include audience analysis, message development, media relations, crisis management, and measuring PR effectiveness. By studying real-world cases and best practices, participants will gain practical insights into crafting successful PR campaigns and enhancing brand reputation.

Business Category's Courses

Course Lesson(50)

Lesson 1 :
Course introduction of Press Coverage Publicity Public Relations For Branding Lesson 01

Lesson 2 : **What is Publicity Lesson 02**

Lesson 3 : **What is public relations for branding Lesson 03**

Lesson 4 : **Publicity for branding and authority and sales Lesson 04**

Lesson 5 : **How publicity will help your SEO Lesson 05**

Lesson 6 : **How to make your business an attractive story Lesson 06**

Lesson 7 : **What makes a story newsworthy Lesson 07**

Lesson 8 : **Example of publicity Lesson 08**

Lesson 9 : **Reverse Publicity Method Introduction Lesson 09**

Lesson 10 : **How to use reverse publicity for your blog Lesson 10**

Lesson 11 : **How to get big name guests on your show Lesson 11**

Lesson 12 : **Press Clubs Introduction Lesson 12**

Lesson 13 : **How to find Press Clubs Lesson 13**

Lesson 14 : **10 Actionable ways to get press coverage Lesson 14**

Lesson 15 : **How to use hashtags to get links and publicity Lesson 15**

Lesson 16 : **How to write good headlines that increase clickthrough Lesson 16**

Lesson 17 : **How to get publicity from events Lesson 17**

Lesson 18 : **Press Release Section Introduction Lesson 18**

Lesson 19 : **How to write a press release Part 1 Lesson 19**

Lesson 20 : **How to write a press release for your website Lesson 20**

Lesson 21 : **SEO for your press release Lesson 21**

Lesson 22 : **How to use publicity stunts to get publicity Lesson 22**

Lesson 23 : **Worksheet Publicity stunts for your business Lesson 23**

Lesson 24 : **How to get publicity for a book Lesson 24**

Lesson 25 : **RadioGuestList section introduction Lesson 25**

Lesson 26 : **How to check out the emails Lesson 26**

Lesson 27 : **How to craft your pitch to radio show and podcast hosts Lesson 27**

Lesson 28 : **Ways to strengthen your pitch Lesson 28**

Lesson 29 : **Your promotional asset Lesson 29**

Lesson 30 : **How and what to talk about on the shows to sell your products Lesson 30**

Lesson 31 : **How to get 50 100 more radio or podcast interviews Lesson 31**

Lesson 32 : **How to get a HUGE number of radio shows podcast and even TV appearances Lesson 32**

Lesson 33 : **What is PodcastGuests Lesson 33**

Lesson 34 : **Goals revenue branding and awareness email list growth sales Lesson 34**

Lesson 35 : **Show monetization Lesson 35**

Lesson 36 : **Marketing for a podcast Lesson 36**

Lesson 37 : **Marketing for a YouTube show Lesson 37**

Lesson 38 : **An extra way to promote each episode of a podcast or YouTube show Lesson 38**

Lesson 39 : **Should your show be daily weekly or monthly Lesson 39**

Lesson 40 : **Podcast equipment Lesson 40**

Lesson 41 : **YouTube equipment Lesson 41**

Lesson 42 : **Podcast hosting Lesson 42**

Lesson 43 : **How to use audio file compression to minimize hosting costs Lesson 43**

Lesson 44 : **Signing up for Libsyn Lesson 44**

Lesson 45 : **Before setting up your podcast in iTunes Lesson 45**

Lesson 46 : **Last steps of adding your podcast to iTunes Lesson 46**

Lesson 47 : **Free money for your podcast Maybe Lesson 47**

Lesson 48 : **What is a publicist How does a publicist work Lesson 48**

Lesson 49 : **When to hire a publicity or PR company Lesson 49**

Lesson 50 : **Hiring Freelancers to Help With Publicity Lesson 50**

Related courses

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