

Blog post for public relation

[Business](#), [Marketing](#)



Blog post for Public Relation Grade (Feb. 26th, Blog post for Public Relation Seeding the internet with great content, according to PR maven Carrie Morgan, is one of the fundamental aspects towards achieving the success of a brand. While there are millions or even hundreds of millions of articles or just short posts on the internet that speak to the sale of a product that is either similar, substitute, complementary or supplementary to the brand that a business offers, it is only through the creation of unique content in relation to the product, that the business can attain an upper hand in digital marketing (Morgan, 2014). Customers are rarely looking for that complex and detailed analysis of a product that would leave them in a position to develop the same product on their own. Contrary, they are interested in simply knowing how the product will suit their needs, and better even, how the product will meet their needs better than all the similar or substitute products on the market (The Richest, 2012). Therefore, it is through seeding the internet with great content, not in form of a narrative that will help to keep the customer engaged with the article or digital post, but rather through ensuring that any content developed in respect to a brand or promotion of a commercial entity tells the customers exactly what they want to know about it; how it suits their interests better than the rest (Morgan, 2014).

This being the basic step, if an individual or business manages to establish internet content that will tell the customer exactly what they seek to know when they get online to seek for a commodity, the other steps involving optimizing and releasing such news will be easy to go by, since the fundamental need of the customers, which is that knowledge of the existence of a product that suits their interests better, will have been met.

According to Carrie Morgan, “ the Internet is a digital haystack; your brand is the needle” (Morgan, 2014). In this respect, it is the business of the brand owner to dig into the haystack, get hold of the needle, and place it on the top layer of the haystack, so that it would be easier for the interested parties to find it easily. Through applying this analogy, the only way through which a brand can thrive in the market full of competing products that are seeking to fulfill the same need, is through developing a great promotional message that will stand out amongst the rest (The Richest, 2012).

For example, let us pose for a moment to look at the success of the giant search engine globally, Google, which is an internet-based firm that came along in the 1990s, when other search engines were still operating. What is Google’s prime secret for success? It can be simplified into the words “ If you want something done, you Google it” (The Richest, 2012). The essence of this statement is to show that; Google as an internet-based firm that competes with many other well endowed search engines has been able to seed the internet with great content, and thus any form of internet search, in the mindset of many internet users, is synonymous with Googl’ing.

References

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