

## PUBLIC RELATIONS

# Digital PR Strategy & Online Brand Visibility

A two-day programme in digital pr & online brand visibility, with eight modules and workplace application.



**DURATION** 2 days

**DELIVERY** Public or in-house

## Why this programme

This course bridges traditional public relations with modern search visibility, digital footprint optimization, and online authority building. Participants will learn how to maximize brand discoverability across traditional search, AI search engines, and digital networks.

## What participants will learn

- 01** Search Authority: Elevate brand visibility across traditional search engines and AI-driven answer engines (GEO/AIO).
- 02** Earned Link Building: Secure high-authority backlinks and digital placements through strategic outreach.
- 03** Omnichannel Presence: Align digital press releases with content distribution across authoritative platforms.
- 04** Data-Backed Digital ROI: Quantify digital PR success using referral traffic, domain authority, and organic reach.

## Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical workshop: Developing a complete digital PR campaign plan designed for maximum search and viral reach.

# Detailed programme

## Day 1: Digital Footprint & Organic Authority

### 01 The Evolving Digital PR Ecosystem

- Transitioning from traditional PR to digital brand visibility and search-driven public relations.

### 02 Search Engine & AI Search Optimization for PR (SEO & GEO)

- Optimizing PR assets for search discovery, answer engines, and algorithmic brand representation.

### 03 Strategic Link Building & Earned Media Coverage

- Securing high-impact backlinks through contextual pitching, data stories, and digital resource hubs.

### 04 Digital Content Distribution Channels

- Leveraging wire services, niche publications, medium platforms, and syndicate networks for maximum reach.

# Detailed programme

## Day 2: Digital Campaigning & Analytics

### 05 Data-Driven Story Pitching for Digital Outlets

- Using proprietary data, research studies, and trend analysis to secure high-visibility online features.

### 06 Managing Digital Brand Footprints & Entity Authority

- Establishing official entity graphs, Knowledge Panels, and authoritative digital profiles.

### 07 Digital PR Analytics & Attribution Modeling

- Tracking referral traffic, organic brand lift, domain visibility, and conversions driven by PR coverage.

### 08 Building a Digital PR Campaign Strategy

- Practical workshop: Developing a complete digital PR campaign plan designed for maximum search and viral reach.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical workshop: Developing a complete digital PR campaign plan designed for maximum search and viral reach.

### TRAINER PROFILE

#### Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

## Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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Contact: Daud Ibrahim | ISD Solution