

# INTRODUCING NEXT-GENERATION PR:

HOW WE USE NEW MEDIA TO INSPIRE  
AND MOTIVATE AUDIENCES

**ONE**

THE NEXT GENERATION OF PR—AND WHY IT MATTERS

**TWO**

DELVING DEEPER INTO DIGITAL, VIDEO & SOCIAL

**THREE**

NEED ADVICE ON THE PERSONALITIES,  
PROCESS AND POLITICS OF DC

**FOUR**

CASE STUDIES: SUCCESSFUL DIGITAL & SOCIAL CAMPAIGNS

**FIVE**

ADAPT. EVOLVE. SUCCEED.

**SIX**

CONNECT WITH CURLEY TODAY

**SEVEN**

MORE ABOUT CURLEY

# THE NEXT GENERATION OF PR

*and Why it Matters.*

The digital age has changed the way we consume news and information, breaking down the traditional barriers between public relations, marketing and advertising. Smart phones, social media and SEO have made it easier than ever before to reach your audiences where they are.

At Curley, we define this as Next-Generation PR. We apply the latest communications trends and tactics to increase the reach and impact of traditional earned media strategies. We believe every PR plan should have a social and digital component - and video is increasingly becoming a must do.

When developing a PR plan, we think about how we can extend the life of a story beyond just one-day coverage using elements of digital, earned, social, video and physical to build lasting buzz.

THIS IS THE “SURROUND SOUND” EFFECT.



*Intrigued?*

# DELVING DEEPER INTO DIGITAL, VIDEO & SOCIAL

Developing and executing PR in the digital age must consider that your audiences are continuously seeking and inadvertently absorbing new content from a variety of platforms every day. From newsletters to digital ads to vlogs and livestreaming, we have more tools at our disposal than ever before. The challenge is finding ways to seamlessly integrate your messaging into the mediums and platforms where your audiences are spending their time.

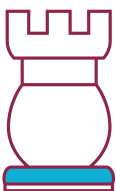
## MUST-DO'S TO BREAK THROUGH:



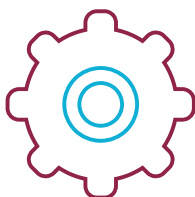
**Make Data Work for You.** You don't need a master's degree in analytics to learn how to target your messaging to the right audiences. Why cast a wide net, when you can use data to tailor your tactics based on key interests, behaviors and demographics? Make it a priority to learn when and how to use data to modernize your campaigns.



**Let the Creative Do the Talking.** With increasingly cluttered inboxes and shorter attention spans, capturing the attention of your audiences is a difficult task. Cut through the noise by letting visuals do the talking. Cartoons, photos, videos, GIFs and emojis will guarantee better results than just plain copy.



**Use Your Resources (& Time) Wisely.** There are so many platforms available to communicators that it can be hard to decide what to use and when to use it. Should you use LinkedIn or Facebook? Ask yourself, "What's my story? Who's my intended audience, and what do I need them to know?" Focus your efforts on where you will get the most ROI.



**Be Willing to Change.** The digital revolution has allowed us to monitor results and sentiment in real time. Within hours you can assess how your messaging is performing. Make sure you're analyzing how your content is performing. Is your audience responding the way that you expected? If not, adjust and optimize.

# NEED ADVICE

ON THE PERSONALITIES, PROCESS AND POLITICS OF DC

## STATUS QUO:

They say the more things change, the more things stay the same. We couldn't agree more. The tools and tactics for communicating with lawmakers continues to evolve, but the process for getting things done in Washington, DC remains the same.

## NEW TRENDS:

The line between lobbying and PR is practically invisible. Just as the silos of advertising, marketing and media relations have dissolved, so have the barriers between PR and GR. Organizations are increasingly utilizing digital media to engage consumers on issues. Next-Gen tactics have allowed more people and organizations to have a voice in the political and legislative process than ever before. Today, effective advocacy consists of traditional relationship-building coupled with campaign-style digital media tactics.

## CURLEY'S EDGE:

Sitting at the intersection of politics, policy and PR, Curley Company is well-versed in the personalities and processes of DC. Curley's leadership team has worked in the White House and on Capitol Hill. We have decades of real-world experience shaping public opinion and building consensus to get laws passed from both sides of the aisle.

LEARN MORE IN  
CURLEY'S "PR FOR GR" INSIGHTS POST.

# CASE STUDIES:

## SUCCESSFUL DIGITAL & SOCIAL CAMPAIGNS

The key to a successful digital campaign is threefold: compelling creative, bite-sized messaging and continuous optimization.



### AWARENESS

We created a dynamic video and multimedia campaign to [catapult an emerging DC icon into the spotlight](#). We captured the voice and vibe of our client and augmented a traditional earned media campaign with Next-Generation tactics to introduce an established brand to a new audience.



### ENGAGEMENT

Using earned and paid media tactics, we built a coalition around a national transportation issue. With strategic messaging and smart engagement, we inspired citizens and stakeholders to [write 10,000+ letters to members of Congress](#) to demand bold action by the DOT



### INFLUENCE

We used targeted digital advertising to motivate thousands of women in Connecticut and Texas to take action to improve women's health. Through social and earned media, we identified advocates and generated thousands of letters that resulted in two bills being [signed into law](#).

**THESE EXAMPLES ARE JUST A PART OF CURLEY COMPANY'S  
UNIQUE SURROUND SOUND APPROACH.**

# ADAPT. EVOLVE. SUCCEED.

If you're waiting for the dust to settle in PR and marketing, stop waiting. The dust never settles. Our industry is ever-evolving, and the impact of Next-Generation tactics is steadily growing.

There will always be new media, new platforms and new trends. An ever-changing environment keeps us on our toes and compels organizations to keep moving forward.

Remember the old boundaries between marketing disciplines have eroded, and the line between PR and GR is nonexistent. Now, all must be truly integrated to produce engaged customers and better results.

At Curley, we stay ahead of trends so you don't have to. We hope that we've inspired you to do more, learn more and be more.

NEXT-GEN PR SOLUTIONS FOR YOUR ORGANIZATION.  
TOGETHER, WE CAN GENERATE GREATER RESULTS.



# CONNECT WITH CURLEY



## JENNIFER CURLEY

President & CEO

---

202.263.2579

[jennifer@curleycompany.com](mailto:jennifer@curleycompany.com)



## GREG WILSON

Senior Vice President, Creative Director

---

202.601.4352

[greg@curleycompany.com](mailto:greg@curleycompany.com)



## CAITLIN DONAHUE

Senior Vice President, Director of Digital

---

202.263.2576

[caitlin@curleycompany.com](mailto:caitlin@curleycompany.com)



## ELIZABETH KADICK

Associate Vice President

---

202.263.2586

[elizabeth@curleycompany.com](mailto:elizabeth@curleycompany.com)



# MORE ABOUT CURLEY COMPANY

Our clients hire us because they need to engage directly with the stakeholders who matter most to their business and bottom line. Curley's intensive, client-focused approach sets us apart from other communications firms. We aren't just another vendor—we seamlessly integrate with your internal team in a thoughtful, honest and strategic manner. You can expect this daily when you work with us.

Ultimately, Curley Company can guide your PR campaigns to greater success and inspire your team to even greater heights. We've helped Fortune 100 companies, government agencies and nonprofit organizations. And, we'd love to help you, too. **We'll show you how to take advantage of Next-Generation PR tools to benefit your organization.**

PLEASE GET IN TOUCH WITH US NOW FOR A COMPLIMENTARY CONSULTATION  
[jennifer@curleycompany.com](mailto:jennifer@curleycompany.com)

## **THE CURLEY PROMISE**

10 PLEDGES WE KEEP TO OUR CLIENTS AND OURSELVES