

The 5 Key Steps for Delivering High Impact Communications

New Cision guide details how to use a holistic communications and marketing approach to optimize campaign performance

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CHICAGO, Oct. 27, 2016 /[PRNewswire](#)/ -- The days of brands buying credibility and trust online are quickly fading. With nearly 80 percent of today's internet users saying they "almost never click online ads^[1]," communications and marketing professionals must utilize a multichannel approach leveraging the power of earned media - in combination with paid and owned media - to gain audience trust and engagement. With more pressure to prove ROI than ever before, many are turning to a multitude of tools, platforms and services to manage their campaigns, often resulting in disconnected messages and underwhelming metrics.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/7965951-cision-master-the-mix-communications-white-paper>

In Cision's latest white paper, "[Master the Mix: Amplify Your Campaign Results with Earned Media](#)," Cision's SVP Marketing, Ken Wincko, addresses the most common obstacles faced by marketing and communications professionals and how shifting the focus of their programs towards earned media in combination with paid and owned channels will help them to drive higher impact.

"It's vital that leaders are empowered to make intelligent, rapid decisions to orchestrate their brand's communication strategy in a *unified* way across paid, owned and especially, earned channels," Wincko says. "By combining technology and automation with analytics, communicators can optimize their programs across all channels and find a better way to connect, scale, and more accurately measure the financial impact of earned media communications."

In addition, he reveals a comprehensive methodology to more effectively manage the communications process, including data-driven insights and case studies supporting each of five key stages, including how to:

- **Listen** to media across channels to uncover trending topics
- **Target** and building relationships with key influencers that inspire audiences to act
- **Create** an effective earned media and content strategy
- **Engage** audiences across channels in a coordinated way
- **Analyze** the data that will guide strategy and demonstrate impact to the business

Wincko adds: "Manual processes, disconnected channels, and lack of analytics will limit your ability to effectively communicate with audiences, engage influencers, and drive consumers to action. The only way to successfully execute your programs and drive better campaign results depends on a holistic approach to communications."

Access Cision's complete "[Master the Mix: Amplify Your Campaign Results with Earned Media](#)" [white paper here](#) to receive actionable takeaways for your organization and elevate your marketing and communications program performance.

About Cision:

Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communication Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow [@Cision](#) on Twitter.

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[1] <https://www.impactbnd.com/blog/how-effective-are-online-paid-ads-really-infographic>

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