



بحث بعنوان : حملة العلاقات العامة الرقمية : النشرة الإلكترونية والبريد الإلكتروني أنموذجا
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Research titled Digital Public Relations Campaign: Electronic Newsletter and Email as a
Model

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Abstract:

This study seeks to investigate the importance of digital public relations campaign in the field of organization, specifically the e-mail and e-newsletter as a model. Where the development in the field of information and communication technology, such as the internet and its various services need to take advantage of different tools to attract the internal and external public. In due to win their confidence and build good relations with him, by forming a good corporate image of the organization. In addition, this is can be only through a Digital Public relations campaign, which is be based on a set of detailed steps involved in this research.

Key Words: Public relations -Digital Public relations campaign - e-mail - e-newsletter

الملخص

تسعى هذه الدراسة إلى البحث في أهمية حملة العلاقات العامة الرقمية في مجال التنظيمات، وتحديد أسلوب البريد الإلكتروني والنشرة الإلكترونية أنموذجا، إذ يستدعي التطور الحاصل في مجال تكنولوجيا الإعلام والاتصال والضببط على شبكة الإنترنت ومختلف خدماتها ضرورة الاستفادة من مختلف الدعائم لاستقطاب الجمهور الداخلي والخارجي لكسب ثقته وبناء علاقات طيبة معه عن طريق تشكيل صورة ذهنية حسنة عن المنظمة، وهذا لا يكون إلا عن طريق حملة العلاقات العامة الرقمية المبنية على مجموعة من الخطوات المفصلة في هذا البحث.

الكلمات المفتاحية: العلاقات العامة - العلاقات العامة الإلكترونية- النشرة الإلكترونية - البريد الإلكتروني



Introduction:

The impact of new technology in public relations is clear, especially when talking about the most prominent application of this technology that is "the Internet". The potential for the Internet to provide data and information is very large, in addition to the ease of communication across the network at minimal cost and rapidness. Internet Provides communication tools and some techniques that have become accessible to everyone as long as the availability of the computer.

Any individual or organization can create a site on the Internet, use e-mail instant messaging, download images and video clips, discuss the daily news through news groups, and connect individuals, organizations, and governmental institutions on the Internet.

Digital Public relation is capable of producing significant increases in visitors to the institution's website and to targeted web pages by prospective students conducting searches that are a close match with the university's professional and continuing education programs. as more users of the web discover valuable content that answers their questions and provides services to match their needs on a university's website, that site gains stronger rankings from the search engines.³¹

Digital PR fits well with academia, which has a longstanding practice of disseminating information through press releases rather than relying primarily upon advertising. Digital PR, however, goes beyond the traditional avenues of public relations by harnessing the power of the Internet to reach a much wider audience of potential students, donors, and referral sources.

Phillips, David and Philip Young: **Online Public Relations**, Ed: Kogan Page, Philadelphia, 2009, 2nd Ed, P 236. <http://tonz94.foles.wordpress.com>>2016/07. consulted ³¹ on 12.09.2019.



This research will focus on digital public relation campaign via two forms, which are Emailing and Newsletter Through conceptual and cognitive principals on digital public relations campaign and the identification of public relations features via e-mail and e-newsletter. As well as the importance of the association of reputation with the mental image of the organization. Based on the above this research tries to answer the following problematic: **What is the strategy of planning the digital public relations campaign through e-mail and e-newsletter to reach the target audience?**

1- Definition Of Public relations (PR):

Public relations is the set of methods and techniques used by groups (businesses, unions, political parties, states and especially journalists) and by interest groups to inform the public of their achievements, promote their brand, generate sympathy for them outside and foster good relations within.³² PR commonly refers to all the communication and information activities implemented:

1- Inside the company (internal PR) to establish and develop a climate of trust, strengthen cohesion between its various components, say corporate culture, motivate employees, etc;

2- outside the company (external RP) to develop good relations between the company and its various stakeholders: customers, suppliers, local communities, media, etc., to create good will and strengthen its image.

"A management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization... followed by executing a program of action to earn public understanding and acceptance."

In August 1978, the World Assembly of Public Relations Associations defined the field as "the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest".

The Public Relations Society of America (PRSA) defined public relations in 1982 as:

Philippe Malaval et Jean-Marc Décaudin: Pentacom, communication théorie et pratique, Ed Pearson éducation France, paris, 2008. P 238. ³²



"Public relations help an organization and its publics adapt mutually to each other." In 2011 and 2012, the PRSA developed a crowd-sourced definition: «The Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." Public relations can also be defined simply as the practice of managing communication between an organization and its public.

These definitions are based on the following:³³

1. Public Relations as science and art.
2. It includes a set of reciprocal relations between the Organization and its constituents.
3. It include ongoing and planned efforts.
4. It consists of three main components: the Organization, the public and the communication process.
5. It is working to improve the Organization's links and outreach to the public.
6. It seeks to identify the public needs and work to meet them.

2- The History Of Public relations (PR):

The first appearance of public relations in the modern era was in the lecture delivered by the Dr. "Roman Ithon" at the Institute of "Pal" Title: "The public relations and duties of the legal profession". And the terminology appeared in 1904 also in 1913; in lectures delivered by corporate managers and rail in "Palm Tor" and "Ohio" about the railways and problems of public relations to which they relate. As well as the United States was the most important country contributes to the development of public relations especially within industrial and commercial institution.

In the nineteenth century (19 m), there were significant developments in the industrial field, to the degree of control the businessmen at that time on all wealth and contempt of the masses. In addition, when they came institutions to the wrath of public opinion in newspapers and magazines; tried to explain their point of view. So by efficient professional journalists. However, most were unable to change attitudes except someone named "Ivy Lee" as he found the

Frank Jefkins: **Planned Public Relations**, London, Intertext Books, 1992, p. 122. ³³



solution to this problem, which requires the adoption of honesty is not false propaganda, said "Ivy Lee" a full-page ad stating the company's position of workers, and point of view of unrest that erupted.³⁴

Also in 1916, the first public relations consultant office was established, and after World War II, public relations evolved significantly grown in importance and played a big role in the communities, which led to provide their methods and make it as a science, art, and Activity.

In 1949; four thousands institutions used public relations programs. And in 1952 the Professional Association of Public Relations was founded.

3- The Importance of Digital Public Relations Campaign :

The public relations campaign is a necessary point to clarify the direction of the organization to the public, taking into account the trends and wishes of the public to make appropriate adjustments to its policy and work plans. The preparation of this campaign requires extensive experience and analysis skills, in addition to familiarity with the objectives of the organization and its audiences.

An integral part of any public relations effort is PR campaign. PR campaign can be defined as a comprehensive strategy that consists of a series of PR messages in a variety of media centering on a single idea or theme. A campaign informs the public about change within the company or builds awareness of business to potential customers. PR campaign is the execution of the final product of research, brainstorming, and creativity. As such, PR campaign needs to be researched, focused and realistic.

During a campaign, the PR team should get ready with press releases, news stories, and strategies. Traditional media as well as the online media, social media sites such as *Twitter* ,and *Facebook* will be handy in disseminating information.³⁵

The evolution of new technology push all organization to use digital media in due to promote public relations which is a successful means of achieving communication strategy, as it serves as a platform for conducting public

Adary. Libaert, Mass. Westphalen: **Communicator**, Ed Dunod, Paris, 2015. P 280. ³⁴
Corporate Communication and Advertising - Complementary Course of BA English/Malayalam (Semester IV) CUCBSS 2014 Admission onwards, p8. ³⁵
www.universityofculicut.info/cuonline/exnotif/ex4234.pdf. Consulted on 06.01. 2019.



relations campaigns, which is an effective means of reaching the largest number of audiences. The various websites represent a source of information and data. In addition, as channels of interaction between organizations and the public. Organizations have become dependent on digital media to document their activities and reach transparency and openness to other organizations.

In recent years, further steps have been taken – public relations campaign does not only focus exclusively on consumers; but also tries to bring different audiences to organizations. This new approach was defined by the American Marketing Association as an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

The Internet boom for organizations and the daily life of different audiences brought about a deep transformation of digital public relations campaign, its tools and strategies.

Although initially organizations understood the Internet as a new channel to increase their presence, they soon started looking for ways to maximize its different platforms and services. At present, online public relations campaign is an essential part of operational communication from the point of view of becoming, in themselves, a specific public relations line: digital public relations campaign.

In any case, to make the best of all these possibilities, organizations must ensure that their Internet presence or their presence on their different web 2.0 channels follows a strategy with concrete goals, in line with their brand or organizational image.

Being on the Web without proper planning can not only mean a lost opportunity in terms of resources and potential, but also it can indeed have a negative impact on the organization, as the audience, their needs and perceptions regarding the organization are unknown.

Public relations campaigns are a series of stages, which depend on the repetition of a particular model, the latter consists of seven elements:

1. Assess the situation and analyze the problems and their external and internal environment.



2. Define the objectives and tasks assigned to public relations.
3. Identify the target audience and its nature.
4. Test personal and mass communication channels and choose the most influential techniques.
5. Expense budget planning.
6. Implementation of public relations plan.
7. Evaluating the results according to the approved standards and criteria.

4- The objectives of public relations:

The public relations bases on some objectives and works to achieve it, we can restrict it at the following:³⁶

1. Work on the continuation of communication among workers.
2. Strengthen relations and ties between the institution and other entities.
3. To know the views of the public interest in the institution, in order to meet the desires and requirements and to also ensure the continuation of dealing with it.
4. Public Relations aims to transfer and deliver the right information to the public institution.
5. Close the link between the Foundation and other organizations using the means of communication.
6. Find and create mutual understanding between institution and its audiences.

5- The functions of public relations:

The most important functions of public relations are:³⁷

- 1- Analysis and interpretation of public opinion trends expected, and study the issues that affect positively or negatively on the plans and operations of the institution.

Aronson, M. Spentner. D: **The public relations writer's handbook**, Lexington book, New York, 1993. P 120. ³⁶
Shri. N. Palaniappan, Shri. A. M. Ramachandraiah: **Training programme in public relations**, Faculty of ATI Maysor, India. 2012. P 13. ³⁷



- 2- Providing advice and guidance for the management of the institution, especially those related to decision-making and Social Responsibility.
- 3- Providing information about institution, which requires the use of appropriate means of communication and influencing.
- 4- Doing the research and studies consistently.
- 6- **The technique and tools of public relations:**

Public relations use many tools in doing its activities such as Publications, bulletin board, the press release, news bulletins, newspaper institution, the days of open doors, meetings and conference, business meals, forums and study days, exhibitions, films, advertising care, sponsorship, Gifts Foundation and others.³⁸

7- **Definition of digital public relations:**

Digital public relation is a tactic used by brands to increase their online presence through building relationships with key content writers and online journalists to gain 'press hits', or citation and high quality back links. Digital PR, when done properly, increases a brand's reach and visibility and in turn has a positive effect on search engine visibility through effective onsite SEO, driving increased referral traffic. As well as Digital PR increases trust and credibility, conversion rates and ROI and brand equity, a concept that's explained nicely in this PR Metrics info graphic.

Digital Public relations is the use of digital and social technologies to manage the awareness and understanding, reputation and the brand of company or organization, through the purposeful influence of exposure via digital media. So digital public relations will use many of the typical digital marketing media in order to manage its reputation convincingly; again, tools such as content communication and customer engagement are central to the public relation purpose.

Tools will also be typical and will include social media approaches, blogs, websites as well as traditional media such as newspapers, television and magazines.³⁹

Shri. N. Palaniappan, Shri. A. M. Ramachandraiah: opcite. P 13. ³⁸
Aronson, M. Spentner.D: op cite. pp 4, 5. ³⁹



One of the key tools of digital public relations is the media release, or press release. Using the digital media, examples of digital public relations techniques will include.⁴⁰

- 1- Online speeches.
 - 2- Corporate videos and information about the business such as financial reports.
 - 3- Interviews with senior executives will be recorded and publicized.
 - 4- Events which are broadcast, for example videoconferencing or even using Second Life.
 - 5- Sponsorship and charitable donations which again generate content on news websites or charitable donations via a number of giving websites, for example Cancer Research.
 - 6- Facility visits by the public could be virtual, or visits by the public might be recorded using Instagram or video, which might be uploaded to YouTube.
 - 7- Publicity events and stunts will also generate user generated content which could be shared using social media, or again media releases will also generate some coverage if picked up by online and off-line sources.
 - 8- Product placement in games or in movies will also generate public relations material.
 - 9- If you scour websites or YouTube you will easily find examples of video advertorials which promote products using video, generated by the provider of the good or service.
 - 10- Websites and electronic brochures are also obvious but crucial digital public relations tools.
 - 11- Lobbying is a controversial digital public relations method; essentially it means that parliamentarians or politicians are lobbied by individuals or companies in order to make the political perspective noticed. The National Rifle Association in the United States will use lobbying techniques to persuade politicians of the need for guns, for example. Electronic approaches such as Facebook page, customer surveys and polls, websites and a plethora of other digital marketing approaches are employed for the purpose of digital lobbying.
- 8- **Uses of internet in public relations:**



Organizations can employ the services of the Internet in the field of public relations, and can display the most important of these uses are as follows:⁴¹

1. Design organization's Web site on the World Wide Web, so that it represents an essential tool and vital to connect audience organization and the outside world in general, and reflects the good image of the organization, that is taking into account the technical aspects when designing the site, and publish all the information about the organization and its various activities and continuously updated.
2. Use of databases on the network to access information, data, news, and find out all new in various fields, and benefit from them in the preparation of brochures, leaflets and publications organization in general. Without databases cannot be WAP server runs correctly.
3. Use e-mail " Electronic Mail ", or what is known as short " E-Mail ", and use this service as a personal means of communication between members of the organization internally, and contact management organization external target audiences of the latter's desire to receive a newsletter, for example, adding the title of client to the list of titles where it is to publish the newsletter periodically.
4. Conduct research on the Internet through interviews across the network, and through e-mail and to vote at the site of the organization, and dialogue groups in the forums, and through written communication "chat" and Telephony Contact online at the lowest cost.
5. Identify the image of the organization through what is published by the media before, and competitors and users and others in the Internet.
6. Browse the various sites of organizations and research centers, institutes and universities and learn about the activities of these institutions, and take advantage of them, and share experiences with them.
7. Take advantage of the file transfer service in the network to get the information, data, images, and transferred or upload to the organization's computers.

Deepti Bhargava: **The use of Internet in public relations and its impact on the practice:** A New Zealand perspective, Thesis submitted to AUT University in partial ⁴¹ fulfillment of the requirements for the degree of Masters in Communication Studies (MCS), 2010. Pp19-23.



9- E- mailing and newsletter as techniques of digital public relations:

The E-mail is used to send and receive messages, and transfer files with anyone who has an e-mail address in a very quick way no more than seconds, and it is one of the oldest services and the most common, as well as cost-saving.

Moreover, E-mail is an important feature on the Internet to the advantage of its speed, and the interaction with others and the ability to send information to a large number of people, quickly and easily, and marketing through it - things special too - and provides a way personal direct contact with the public has many benefits including:

- The direction of marketing campaigns via e-mail directly to the client.
- Transfer selected the right messages (transfer the selected right messages or transfer and select the right messages.
- Response of persons directly to the e-mail messages.
- Email requires little effort on the part of the organization and on the part of the receptor as well as being a cheap cost.⁴²

10- The forms of E-mailing through public relations:

According to researchers, "Eric de provided" and "Mary Ilan" There are two main forms of public relations via E-mail:

The First Form:



Classic like regular mail, but it characterizes by interactive abilities related to the Internet, and the richness of its creative potential (video, audio ...). It is also a more sophisticated and developed means of communication. Moreover, it synchronizes all changes brought by the Internet, and is what makes it suitable to the techniques of direct marketing.

Therefore E-mailing aims to promote the image of an organization by using different offers especially invitations to nocturnal, inauguration, new product launches...nowadays the customer relationship management in new public relation technique use to cash and maintain relationship with stakeholders by following these fundamental phases:

- Identify the customer.
- Make the history of contacts.
- Operate these data to segment the customers.
- Set up a planning schedule of contacts custom multichannel.⁴³

These sets of interactions constitute the dialogue organization-customer, and if the organization knows its customers, the relationship will more personalize on the addressed messages.

Emailing is an effective acquisition lever to reach more or less precise profiles. the advertiser leases databases to web brokers responsible for maintaining lists of e-mail addresses of users corresponding to specific profiles defined according to gender, age, and resentment zone (urban / sub-urban / rural), centers of interest in the relationship with the place of residence (rental or ownership), etc. To be able to set up these mailing lists, the brokers must first make sure that the Internet users in question have accepted you to be solicited for direct surveys.

Emailing has another advantage. It has two objectives: awareness and recruitment. By displaying in the user's inbox the name and subject of the email, the organization increases its reputation. In addition, as soon as the recipient of the email clicks on the link inserted for being redirect to the organization's website. When the site visit begins, and it is the recruitment objective that then takes over.



Finally, thanks to extensive efforts to clean databases and an ever greater availability of information, emails are gradually becoming popular with users. To improve opening and click rates, advertisers have, early 2012, personalized and better targeted their e-mailings. It is now according to a study of Mail Metrics to send the right message, to the right person, at the right time, as with retargeting.⁴⁴ Therefore, this progress eases e-mailing practices with a view to efficiency.

The second form:

Takes the form of a "newspaper" or "newsletter" «newsletter, info letter and is a regular periodic publication as the date with those involved in the internet. This means aims to search and prospect for new customers and maintain fulfillment and the loyalty of existing customers».

Newsletter is the first application used in e-mailing in due to manage relationship with customers as politic of faithfulness and proximity.

The objective of newsletter is transmitting information about a products or services or corporate activity of an advertiser, as well as newsletter can focus on the subscribing target consumer who receive information about advertiser. The subscriber could choose the frequency of a receiving newsletter and to precise, his tastes and his center of interest in due to update his message.

The newsletter should have some fundamental characteristics such as:⁴⁵

1- To Respect a charter easy to identification.

Newsletter should have a title.

2- An editorial must be taken in consideration.

3- To be dedicated to target.⁴⁶

4- To be dated and in sequence.

Stéphane Bodier , Tiphaine Guerout: web marketing, 3eme Ed, ITCIS edition, Paris, 2017, p60,62 ⁴⁴

Eric Bizot, Marie-Hélène Chimisanas, Jean-Piau: op cite, 2010. P 229. ⁴⁵

Yan Claeysen, Bérengere: Op cite. P 125. ⁴⁶



- 5- To have a recurring rubric.
- 6- To Offer the possibility of no registration.

The format of newsletter get in general 5 to 6 subjects of recent events, two paragraphs only can include the several functions concerned:

- **General information:** about recent events and tendency of the activity field of advertiser, about organization itself...
- **Product information:** inform about products and services, the complementary products, newness, and updating products.
- **Using information:** give new advice for the products or services users or to favor selling or for sponsorship.
- **Price information:** presentation and updating of prices of product or service.
- **Customer service and after selling:** the presence of hyperlink referring to a micro-site of after selling service.

Four key aspects are to be considered for effective newsletter design: ⁴⁷

- Database. In order to have good content segmentation, the organization needs to know the subscriber base of their newsletter as much as possible. This information will allow for specific profiling depending on demographics, geographical data, interests, etc., thus increasing the efficiency of communications.
- The content of the newsletter. The content must be useful and interesting, and the weight of commercial information must be properly balanced. Subscriber's value content is useful to them. In fact, newsletters are one of the key tools of content marketing.
- The field "from". In the context of communication saturation, the customer will look at the field "from" as a filter to recognize the origin and dismiss—or not—the mail.
- The field "subject". Same as with a slogan or tagline, the field "subject" must stand out above the mass of incoming e-mails. Likewise, this field must fulfil the criteria of usefulness and interest for the user and, above all, honesty about

Teresa Piñero-Otero and Xabier Martínez-Rolán: *Understanding Digital Marketing Basics and Actions*, pp20,21, <https://www.researchgate.net/.../312190728> ⁴⁷
[Understanding Digital](#), consulted on 1.08.2019



the content they will find in the mail. Otherwise, the company runs the risk of their mail becoming invisible and that the subscriber requests to unsubscribe from their database.

- The field “subject” must not be too long or complex, although it allows for the inclusion of special characters such as emoji’s.

There is no exact formula to predict the success of a newsletter. Each campaign is different and is closely linked to the audience it addresses. In any case, campaigns may be optimized using A/B tests. These tests are random experiments with two differential variables. Two different versions of the newsletter sent to two subgroups of the database just changing a single element (the field “subject”, layout or organization of content, the color of the download button, the size of the main image, etc.). This process allows for an empirical test that reveals which version of the message works better and leads to higher ratios of opening, clicks, conversions, etc., so that optimization of future versions of the newsletter becomes possible.

11- The methodology of designing campaign via E-mailing:

There are ten basic steps to design a campaign via E-mail:

1. Statistics all e-mail addresses.
2. Formulation and determine the goal of the campaign.
3. Determine supply provided by the campaign.
4. Retail lists that are published.
5. Edit the message: the creation of message is an important phase because it determines the success or the failure of a campaign, in this way the relational marketing the objective is not to grab the receiver and to have notoriety and build a good image toward an organization.



The newsletter especially the message should write with good handwriting by using a perfect design in due to create a successful message; therefore, these are some important advices to optimize the handwriting of your creation in the table below:⁴⁸

Typography	<ul style="list-style-type: none"> - Avoid multiplying topographies in the same message. - Avoid typography with serif, because it's not readable on the screen. - Avoid the underlines only in the link hypertext.
Colors	<ul style="list-style-type: none"> - Avoid multiplying the colors. - Adopt the creation of your activity or organization symbolic.
Page setting	<ul style="list-style-type: none"> - Be clear, and avoid the confusion of load text, image and animation. - Hierarch the information by using typography (dark color, capital letter...), the colors (black or blue for a base, red for raising), framed (for reminding advantages, mode of payment, etc...)

6. Pilot testing of e-mail after probably adjust it:

Whatever will be the solution you have chosen before to destine your message, it is essential to test your message by using suitable techniques. Now the creation influences economically rate of destination, which is or must be tested by different platform with a different type of messaging software. The objective is to check if the message is red totally more than not be denatured versus original version. The following table presents the principal elements, which are tested and controlled in that operation performed manually:

Table (02): list of principle elements to test

Display (correct)	<ul style="list-style-type: none"> - sender's label - message subject - personalized information - all images
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	<ul style="list-style-type: none">- texts- layout- mirror site
Operation (correct)	<ul style="list-style-type: none">- hyperlink- link toward possible mirror site- Animation- Possible applications (Game, java or java script, etc.).- Micro site pages- Advertiser site

7. Send e-mail in its final form:

Once you have built your list, think about which type of content you would like to distribute. There are three types of emails you can send:

- **Newsletters and ad hoc:** emails manually sent as one-off events, though they may be distributed regularly. E.g. limited time sale/event, news roundup, new content announcement
- **Transactional/real-time:** triggered by user action/inaction. E.g. order confirmation, welcome email, password reset
- **Behavioral/profile-based:** powerful automated way to target segments of users. E.g. birthday offers, abandoned purchase, reactivation campaigns.

8. Analysis of unsubscribe requests:

As far as email campaign metrics go, email unsubscribe is more important than you might think. With all the efforts email marketers put forth to overcome barriers to landing an email in someone's inbox and, more importantly, getting them to open that email, the last thing you want is someone to unsubscribe. And unlike other metrics, the unsubscribe rate is a number you want to keep low. Make sure you are measuring it; it's critical to analyze unsubscribe from every email campaign. And if you're sending valuable content at an acceptable frequency, stay assured you'll keep



your recipients happy and your unsubscribe rates low. The Customers see a less than 0.3% unsubscribe rate and an even lower spam report rate.

At the end of the day, you can have awesome email newsletters, full of engaging and entertaining content, successfully land that email in someone's inbox and get them to open it, too. However, if someone, for whatever reason, simply does not want to get your emails anymore, it is always in your best interest to make it easy for them to unsubscribe.

9. Treat incoming mail address:

It is good to think about which emails in your inbox you open and which ones you delete immediately when you are creating your own campaigns. What makes you want to open an email? Our guess is a piece of information you don't already have. Make sure you're sending subscribers new information that's useful to them. But it's not just what's inside your email that you have to think about; it's also your subject line. Most people quickly scan an email before they decide whether they want to open it, so you'll want your subject line to make it clear that a campaign is worth your subscribers' time. The best trip is to keep your subject lines descriptive and straightforward, but testing different variations is a good way to find winner.

10. Ensure the following of campaign:

You have created, tested, and sent your first campaign. High five! Now's when we get to talk about the value of your email marketing efforts and how it can be measured. The data collected in your Mail Chimp reports will help you refine your marketing strategy going forward.

These are the most obvious statistics for measuring campaign engagement, as they indicate how well your subject lines and campaign content resonates with a particular list.

Nevertheless, it is important to consider how you are open and click rates compare to other companies in your industry otherwise you are looking at your statistics in a vacuum. Some data science team has calculated some average Email



marketing benchmarks open rate, click rate, unsubscribe rate, abuse rate, soft bounces, hard bounces based on industry and company size so you can see how your company's statistics compare.

Once you know where you stand in terms of campaign performance for your industry, you can start taking steps to improve opens and clicks with tools like A/B Testing. Low open rates, for example, could indicate that your subject lines aren't enticing people to open your campaigns. Follow our tips for writing an effective subject line to come up a few variations, and then run an A/B test to see which one gets the most opens. You might also need to narrow down your audience by sending a campaign to a targeted segment, or change how often you send. And to improve your click rates, consider using more descriptive link text. "Click here" tell your subscribers nothing about where a link in your campaign will take them.



Conclusion:

Digital public relations would provide a roadmap for anyone engaging with public relations in the age of social media. Certainly anyone who has got this far will agree that there are endless challenges ahead, and that our response must go way beyond merely developing fresh tactics to also addressing more fundamental strategic questions. We hope our core argument is proven: that the internet and the rapid growth of social media have at least begun to shift the vector of communication from a vertical organization-to-audience model to a horizontal discourse among networked commentaries that aggregate into reputation.

The need for public relation to develop messages that can be distributed through mass media channels has not gone away, but it is equally clear that the 'horizontal' vector is becoming ever more important, and that more than ever it will be the actions of an organization that matter rather than the desired messages.

Therefore, we have seen that according of the digital campaign of public relation by E- mail and e- newsletter can improve efficiently the trust between organization and its real or potential public. This will be achieved by monitoring public opinion trends towards the organization, and discovering the best and fastest ways to achieve distinct public relations through social media. Consequently, to achieve distinctive methods to build a long-term corporate image of the organization and master the art and skills of managing public relations campaigns.



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