

Online PR – Not Tomorrow's Fish and Chip Paper

It's no secret that the media as we know it is changing - as broadband proliferates throughout the world and consumers (particularly the younger generation) increasingly turn to the web to access information and news and move away from the more traditional means of press, TV and radio. Most of the two billion mobile phones on the planet are internet enabled, and as mobile data charges continue to drop people are using their phones as a means of reading web content on the move.

Because of these factors, online publications and blogs are growing in influence and readership because the internet has provided a platform to a global audience unrestricted by geographical boundaries. We often hear the word 'globalisation' thrown around to describe the current changes happening in the world but often not in the correct context. The internet, however, is a perfect example of how the world is becoming a much smaller place. Nowadays small companies have the opportunity to compete with their much larger (and sometimes foreign) competitors in ways which were previously impossible.

One of the best ways to gain exposure to a global audience with your news announcements is by using online PR. The online media is a huge and complex medium that is densely populated by news sites covering every conceivable type of business and activity from IT, telecoms, banking, health and retail to the more niche topics such as knitting, cake making and fibre optics.

Quite literally, there is an audience for any given subject. And since the advent of blogs and other forms of social media there's a new kind of medium relevant to your news.

What's important to note is that, unlike press coverage in newspapers and magazines, online coverage is around forever and is available to be found through the power of search engines such as Google. Powerful stuff considering that today's print media is tomorrow's fish and chip paper, if you will pardon the cliché.

Like all clichés, however, there is an element of truth in it. And to back up this notion the Guardian newspaper's Director of Digital Content, Emily Bell, went on record to say that its website – www.guardian.co.uk – receives a third of its traffic for articles that are over a month old. In other words, people are still finding old news articles relevant. Fish and chip paper indeed.