

PR Trends and Predictions for 2023

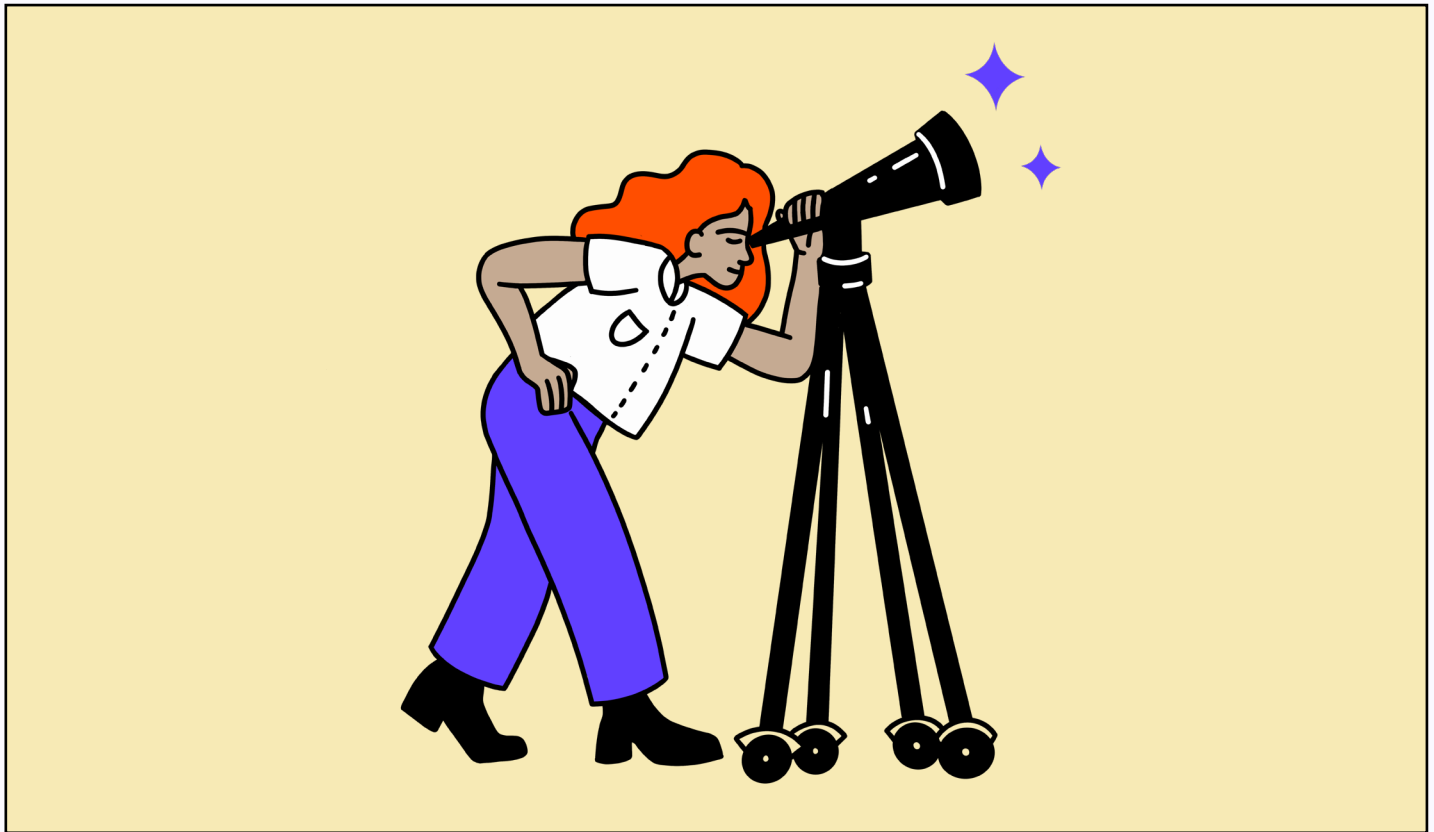


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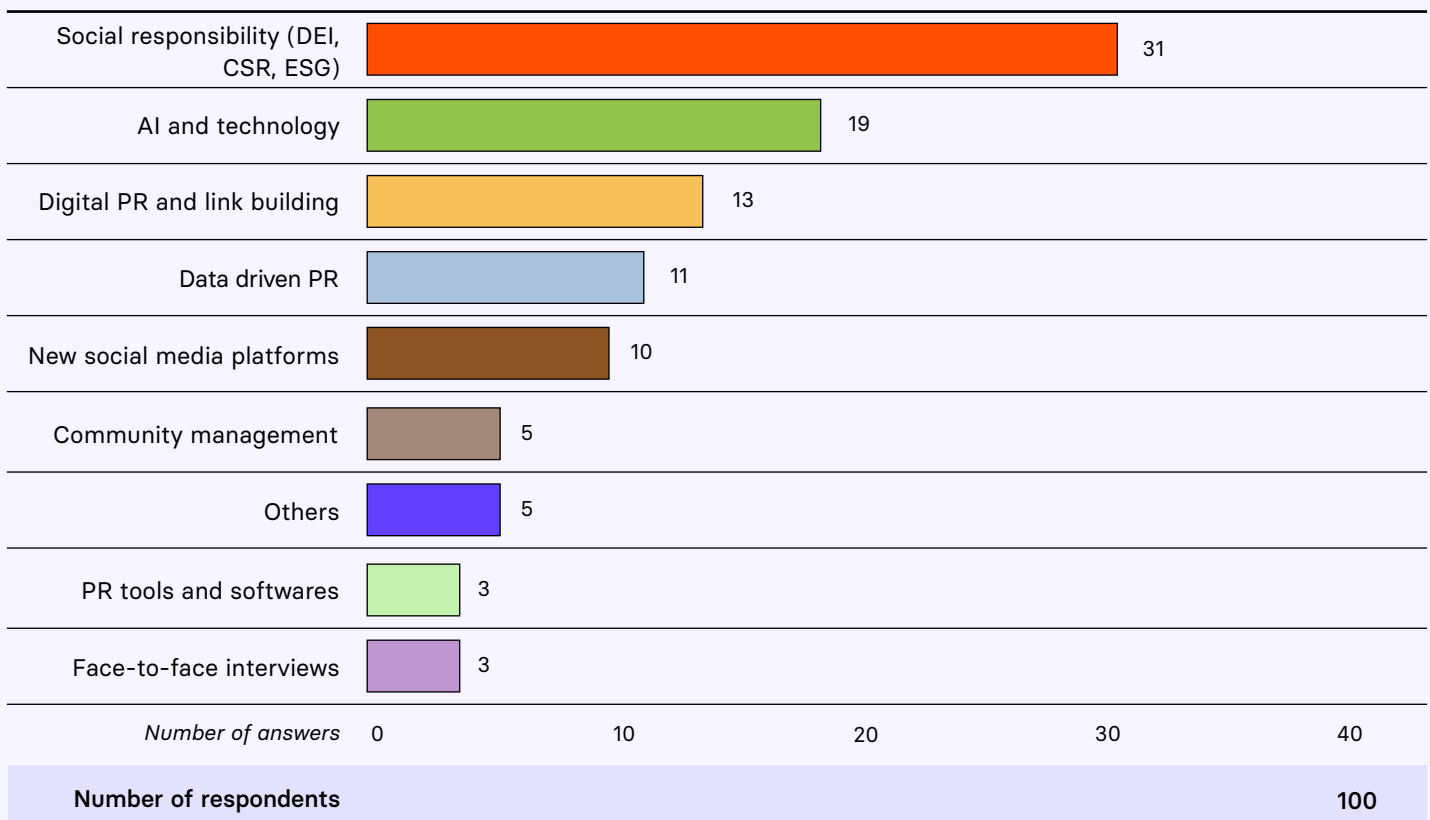
Introduction



As we move into 2023, the field of public relations is undergoing significant changes. New technologies, evolving consumer behaviors, and increasing competition are all shaping the way that PR professionals run PR campaigns and communicate with targeted audiences.

In order to understand the trends that are driving these changes, we conducted a survey to gather insights from PR professionals. The results of this survey helped us to identify key trends in the field, and will provide valuable insights that can be used to inform development of strategies for effective public relations tactics in the coming year.

Top PR trends in 2023



In this article we delved in detail into the top trends — Social responsibility (DEI, CSR, ESG), AI and technology, Digital PR and Link building. Let's now look at the rest of the trends we expect in 2023.

- **Data driven PR**

11% of respondents believe that data-driven PR is worth special attention in 2023. Tracking your PR performance and backing your press releases with real data is getting more popular. On one hand, implementing a data-driven approach in public relations will allow PR people to determine the ROI and effectiveness of a PR strategy. On the other hand, incorporating data will make your press release more reliable and help it to stand out in journalists' emails alongside hundreds of letters.

- **New social media platforms**

10% of PR respondents believe that new social media platforms will have a significant impact on PR workflow in 2023. This is no wonder — the unstable situation of Twitter, the increasing development of TikTok, and the transition of users to networks like Mastodon are all signs that you should definitely be paying attention to.

- **Community management**

Community management plays an important role in building trust and positive relationships among community members and stakeholders. Even so, 5% of PR pros assume it's going to make a stand in the upcoming year.

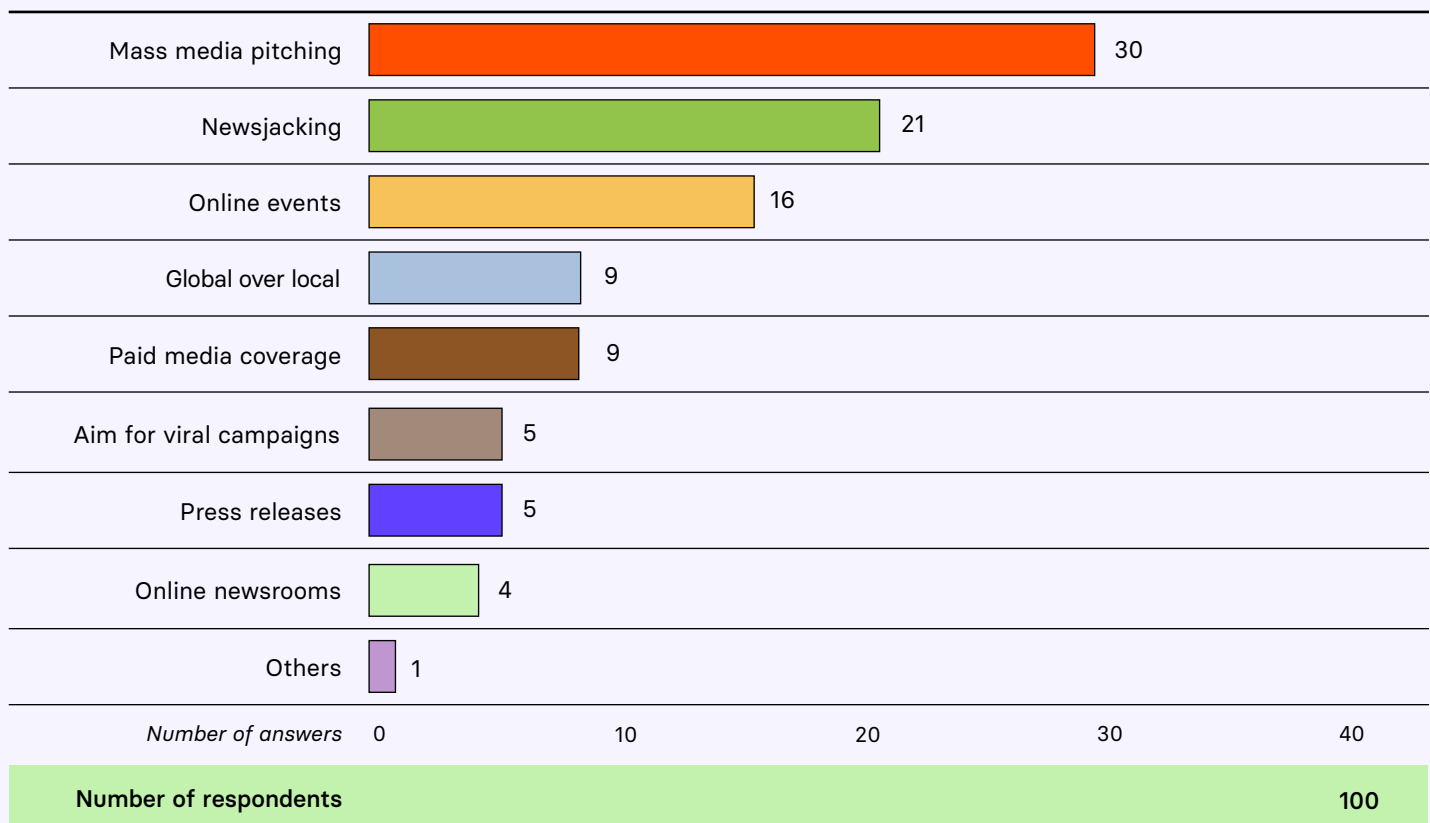
- **Face-to-face interviews**

Recently, face-to-face interviews were the most popular trend, but after the pandemic 3% of PR experts expect this trend to return.

- **PR tools and softwares**

The list of top trends in 2023 includes PR tools and software, gaining 3% of responses. With the rise of technology and the increasing importance of digital marketing, PR professionals are using a wide range of tools to help them manage and optimize their campaigns.

PR trends we should leave behind in 2022



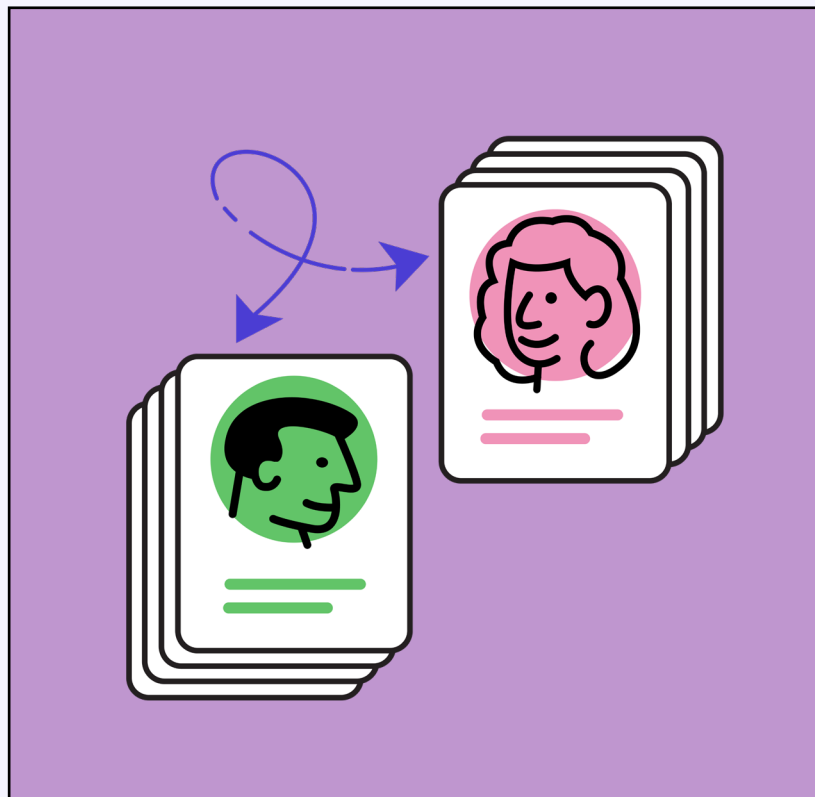
The top 3 trends we should leave behind in 2022 — mass media pitching, newsjacking and online events — are covered in-depth in the article. So let's have a look at the remaining trends that, according to PR Pros, should stay in the past.

- Global over local**

9% of respondents believe that PR practitioners should stop prioritizing the global approach over the local. Thanks to focusing on the local, PR professionals can ensure that their campaigns are tailored to the specific needs and concerns of the target community.
- Paid media coverage**

With 9% of survey responses, investing in paid media coverage appears to be a thing of the past. Instead, PR pros may decide to concentrate on earned media coverage, which is obtained through the merit of a message or story, and is often seen as more credible and trustworthy.

- **Aim for viral campaigns**
5% of respondents think that aiming for viral campaigns is a trend that we should leave behind in 2022. While viral campaigns can be effective, they're definitely unpredictable. PR professionals should be cautious about relying too heavily on them as a strategy.
- **Press releases**
Traditional press releases will be phased out in 2022, according to 5% of respondents. PR pros are now more concentrated on producing more engaging and personalized content as the media landscape evolves.
- **Online newsrooms**
The last place among anti-trends has been taken by online newsrooms with 4% of votes. This appears to be one of the indicators of the general approach favoring offline over online options in 2023 which is visible throughout the survey.



The biggest challenges for PR professionals in 2023

To truly understand what trends we will uplift in 2023, we also decided to look at the challenges that PR pros face now and which continue to prevail in PR work. We asked PR respondents what the biggest challenge for PR professionals will be in the upcoming year. Their answers paint a picture of the challenges throughout the PR industry landscape.



1. Standing out in an ever-expanding sea of PRs and pitches

"I think the biggest challenge for the year ahead is going to be standing out in the ever-expanding sea of PR and pitches. Journalists who used to tell us they were getting anywhere from 15-50 pitches a day are now receiving 600-800. While we can assume that many are irrelevant or poorly-targeted, it also seems as though the digital PR industry has expanded at a disproportionately high rate in the last two years as more and more businesses have looked for ways to increase their online presence.

There are more people creating and pitching PR campaigns and a broader range of client budgets being catered to than ever before. Plus, the digital PR boom has caused traditional PR agencies to try and pivot into using tactics like content-led and survey-led outreach that were once the domain of SEO-oriented PR professionals. When you bring it all together, it's not just an increase in the sheer number of pitches — it's an increase in the number of genuinely useful and interesting campaigns, of great headlines, which means work that would have almost guaranteed widespread coverage 3 years ago may not even get opened now.

Some PR people prefer not to send follow-ups, others will follow up over the phone — how and when you nudge after pitching should be determined by the journalist's personal preference wherever possible, but for me it's not an option to just not follow up at all. Recently, I had three writers from national newspapers in the UK come back to me asking to have a story as an exclusive in response to the second follow-ups that I sent them. They had genuinely missed the initial pitch and the first follow-ups in their inboxes, but all three loved the story so much they wanted to be the first to run it. I think that says a lot about how much harder it is to get coverage now compared to a few years ago.

Good PR is always about getting your timing right, crafting the best possible subject line, headline and pitch, being super careful with your target lists and ensuring that whatever you're pitching is genuinely interesting and/or useful. But for 2023, I think we can expect that more time is going to need to be spent on pre-seeding campaigns and taking the time to make highly personalised follow-ups in order to maintain results."

Tabby Farrar, Senior Digital PR Lead, Candour
www.withcandour.co.uk

2. Lack of new connections

"In 2022, meeting journalists in person at events was challenging, if not impossible. In the age of Zoom and Google Meets, it remains challenging to establish the connections that are the lifeblood of public relations.

Fortunately, in-person conferences will return in 2023. In the era of social media, however, audiences are overloaded with material and often only interact with content relevant to their interests. Therefore, it is essential for public relation professionals to establish connections with their target audience through specialized content and SEO optimization.

Connecting with high-level media

The epidemic has prompted personnel changes at several media agencies. If a certain media outlet has reduced its staff or now employs freelancers, the PR professional may have lost contact with that office. Additionally, remote employment makes it more difficult to find the appropriate individual to pitch to over the phone."

Robert Davidson, CEO of California Title Loans
www.californiatitleloans.org

3. Challenging to impress journalists

"Attempting to impress journalists who are inundated with hundreds of pitches every day is one of our greatest public relations problems. This makes it really hard for our content to stand out in the sea of emails that are entering their inbox. As aggrieved as we are by this, we should also have some empathy for the journalists who are getting irritated by all the unnecessary pitch spam."

Mike Hinckley, Founder of Growth Equity Interview Guide
www.growthequityinterviewguide.com



4. Writing an irresistible pitch

"The biggest challenge for PR people is to talk about their business in a way that gets written about. There are a lot of competitors around, and creating a business that's different from the others is difficult right now. But it's also hard for PR people to package a business in a story that will be written about. To do that, you have to develop your communication skills even more, and you have to pay more attention to the industry trends around you."

Julia Voloshchenko, PR Manager at Usetech
www.usetech.com

5. Generalist vs specialist

"As demands have grown, becoming both a generalist and a specialist has become necessary. Prioritizing will be crucial, as will outsourcing minor duties when required. While many of us would like to do everything at once, that's simply not possible. The biggest challenge to succeeding in the industry in 2023 will be the need to continuously upskill in one or several areas, especially in light of the economic situation. Larger, more expensive agencies will likely suffer, so smaller, less costly agencies should upskill to prepare."

Matias Rodsevich, CEO at PRLab
www.prlab.co

6. Changing PR landscape

"The most difficult challenge that public relations professionals will face in the coming year is the rapidly changing PR landscape. As social media grows in popularity, the way businesses communicate with the general public is changing. Public relation professionals must understand new technologies and how to apply them to reach their target audiences in order to be successful.

Companies are now utilizing social media to directly communicate with and build relationships with their customers. This is a more interactive approach that engages

and involves customers. Public relations professionals must learn how to use social media in order to connect with customers and establish trust and credibility.

Traditional public relation techniques are less effective than they once were. Businesses must adapt to the changing landscape and use new technologies in order to reach their target audiences. Public relations professionals must learn to use these new tools and be ready to meet the challenges of the changing PR landscape."

Sarah Jameson, Marketing Director of Green Building Elements
www.greenbuildingelements.com

7. Tight budget & great results expectation ratio

"Playing with tight budgets and producing the desired results will be the biggest challenge for PR professionals in the upcoming year. In other words, making paid media campaigns cost-effective and yet gaining quick results will be the desire of companies, but short marketing budgets will make it really tough for PR professionals. They will have to adopt strategies that will generate organic results somehow replacing paid media strategies."

Yoav Morder, Search & PR director at Sonary
www.sonary.com

8. Non-media information sources

"The proliferation of non-media information sources poses the biggest challenge as it diverts the attention of consumers. They continue to scroll through and prefer what's trending to those vetted and presented by the media. It presents a conundrum as readers challenge the value of Public Relations."

Rachel Escio, Digital PR & Content Specialist, Thrive Internet Marketing Agency
www.thriveagency.com

9. Virtual public relations

"Meeting journalists in person at events was difficult or impossible in 2020 and 2021. It can be difficult to cultivate the relationships that are the lifeblood of PR in the age of Zoom and Google Meets. Fortunately, in-person conferences will resume in 2022. However, in the age of social media, audiences are bombarded with content, and they typically only engage with content that is relevant to their interests.

In 2023, PR professionals will need to connect with their target audience through personalized content and SEO optimization. Many media offices have experienced staff turnover as a result of the pandemic. If a particular media outlet has downsized or is now reliant on freelancers, PR professionals may have simply lost contact with that office. Working from home also makes it more difficult to find the right person to pitch to over the phone.

Alice Eve, Marketing Director
[Cicinia.fr](#)

10. Pivoting strategies

"Since the onset of the pandemic, PR professionals have learnt to adapt, revise campaigns and address challenges in a whole new way. Something that had not been experienced before — truly unprecedented!

However, with the state of the slow moving worldwide economy, the tech bubble burst and its subsequent waves of layoffs, another unprecedented set of challenges may be upon us. Essentially, in 2023, PR professionals might be faced with the challenge of pivoting strategies yet again. If not planned well in advance, they could risk performance metrics, budgets and even the ability to target the right audiences. While creating their strategies and campaigns for the coming year, it is crucial that they factor in, "What if this doesn't work?" and "How do we pivot if the world changes overnight?". By doing so, they can learn efficiently and effectively what works and what doesn't. Thereby making them adept at future scenarios where a pivot or adaptation is necessary, irrespective of the type of situation."

Divya Nagpal, Corporate Communications Manager
[www.leena.ai](#)

11. Impact of PR work

"Demonstrating results with data: PR teams are increasingly being asked by their clients if their campaigns are working. But quantifying the ROI on PR efforts can be challenging. Organizations need to justify their investment in public relation strategies that often take time to produce results. Metrics around media coverage, share of voice, social media shares and more can be collected and analyzed to see how well a media relations strategy is performing and where to make adjustments. PR teams that are adept at demonstrating the impact of their efforts with data will be positioned best for success in 2023."

Michael Tebo, *Vice President, PR & Strategy, Gabriel Marketing Group*

Changes in the definition of "Public Relations"

Looking at all the challenges, trends, and anti-trends that we managed to derive in this survey, we can't help but analyze how the concept of PR is changing in general and how it will evolve in the future.

Below we have collected the opinions of PR professionals and asked them one question: **“How the definition of what we consider as “Public Relations” will change in 2023?”**

It will be even more difficult to differentiate "Public Relations" from Digital Marketing.

I don't think the definition will shift too much compared to 2022, as the industry works to adjust given the changes of the last couple of years and maintaining quality efforts and results amidst the tough macro-economic climate.

Public relations will increasingly be about providing value to journalists, and presenting entirely new information to them, often data-driven.

PR is no longer communicating with the media. PR today is communicating with an audience through multiple channels and various types of content.



The definition of Public Relations will change to be more about positioning rather than just a brand's public image. It's about crafting a particular image to engage a particular audience and this will take businesses a few years to fully understand.

PR will be 24/7 and 360 degree communication.

PR is becoming much more than traditional pitching and securing media opportunities — it's about maintaining an overall positive brand image, constantly keeping an eye on what's going on in the world and always being mindful of how actions can impact the people around you.

As in many recent years, the meaning of this term will expand. The boundaries between different forms of communication are becoming more and more blurred year after year — which means that more and more diverse and interesting campaigns are being created.

I think PR will be even more complex and contain an ever broader range of activities than it does now and the line between PR and marketing will blurr even more.

As companies continue to embrace digital technologies and social media, the understanding of what Public Relations is and what PR professionals do will shift. While traditional PR tactics such as media relations, pitching, and communication campaigns will remain important, Public Relations in the coming years will also require a strong focus on search optimization and data analytics.

More and more, public relations merges with brand-building initiatives and social media activity. The importance of non-centralised, non-mainstream media outlets is on the rise and tactical positioning of brands and personal brands in specific, smaller outlets, like podcasts and/ or social media profiles shall gain prominence.



Conclusion

In conclusion, the trends in public relations for 2023 are likely to be shaped by the continued growth of the data-first approach, CSR, new technologies and AI implementation, taking the digital space to the next level. At the same time, the numbers reflected in our research show that mass media pitching, newsjacking and the importance of online events is expected to fade away shortly. This will require PR specialists to be ready to develop a new and evolving skillset, and to consider new tools and tactics to implement into their work.

When it comes to achieving results in your PR strategies in the upcoming year, Prowly is always here to support you. Whether you're trying to impress journalists with an irresistible story or track the effectiveness of a recent PR campaign, Prowly provides a range of essential tools to streamline PR performance.

About the survey

To conduct this survey, we asked 100 public relations professionals around the world about their predictions for 2023, the anti-trends and challenges that PR specialists will face in the upcoming year.

We hope that you found this research insightful and that it will help you to overcome the mentioned challenges and optimize both your everyday work and strategic PR plans for the near future.

About Prowly

Prowly is an **all-in-one workflow automation solution for PR professionals** where companies of all sizes can manage media relations more effectively by saving time on routine tasks.

Prowly supports users in storytelling, finding the right media contacts and organizing them in a PR CRM, creating aesthetically pleasing press releases, managing email pitches, maintaining journalist-friendly newsrooms, media monitoring and more.

This affordable PR tool has already been used by over 7,000 users from more than 70 countries.

[Learn more](#)

As one of the few providers of software solutions for public relations practitioners, we want to help those who are in the industry save time and money on everyday tasks so that you can focus on building stronger relationships with journalists.

Technology in the public relations sector is on the rise, with more and more products available. We wanted to examine the real value of these tools and see what issues have not been addressed adequately and can be improved in the future.