



**WORLD.COM**  
Public Relations Group

# Worldcom PR Tips

## Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

This month's Worldcom Public Relations Group newsletter is packed with insights to sharpen your PR and marketing strategies. Whether you're launching a product, mastering the pitch, or navigating the every changing topic of DEI, we've got you covered. Worldcom has the updates that will keep you ahead of the game.

Our partners have provided insights into how to master the Google ads, build authentic influence, leverage forgotten social channels and use data to create PR pitches that get attention. Our news includes new Partners, Partner anniversaries, new client wins and an incredible B Corp certification.

Don't miss the great case studies about using AI for holiday greetings and creating buzz with no paid media budget for a product used to raise social awareness.



Ways to Approach  
Diversity, Equity and  
Inclusion



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The Local Advantage. Worldwide.

## 5 Ways to Approach Diversity, Equity and Inclusion

Over the past few years, the perception and involvement of companies in Diversity, Equity and Inclusion (DEI) has shifted throughout the globe. While some attitudes toward the movement have seen a decline, there has been growth in the awareness of DEI.

In addition, companies have been putting DEI programs into action and seeing the benefits of

integrating these programs not only for internal management, but to encompass external audiences as well.

Re-invigorating a diversity program or integrating it into public relations and marketing is something that Worldcom's Global Partners have been doing for years. We have gathered insights, examples and strategies to help you craft your approach and be inspired by some of the great work done by companies around the world.

**Get insights on DEI Approaches**

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## Insights from Experts Around the World

- 4 Ways to Align Sales and Marketing for Product Launches
- 5 Reasons a PR Agency should have an Awards Strategy
- AI Influence on Public Relations and Replacing People
- Authentic Influence: The Rise Of Thought Leadership In Modern PR
- Forgotten Digital and Social Media Channels
- Tips for Creating Successful Google Ads Campaigns
- Tips on using Data to Master the PR Pitch & Measurement

**Read More Worldcom Insights**

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## Case Studies



### AlcoSense Laboratories Media Campaign: Raising awareness about “unaware insobriety” effect

Case Study from [Sarota PR](#), our partner in Kraków, 31-514, Poland

Find out about the strategy and execution of the award-winner “AlcoSense – stop unconscious intoxication” campaign. With no Paid Media, Sarota was able to leverage existing conversations in main-stream and social media to generate mentions in over 400 publications and reached an

audience of more than 5 million people in Poland.

[Read the AlcoSense Case Study >](#)



AI Generated Holiday Greetings

## Using AI for Mass Customization of Holiday Greetings

Case Study from [Probako Communications](#), our partner in Budapest, Hungary

Find out how our Worldcom partner sent personalised Christmas electronic postcards for both domestic and international partners according to their needs.

The images would be based on their own description. The process would collect and post the images on a dedicated Instagram page with some explanatory text.

[Read the AI Christmas Greetings Case Study >](#)

[See All Resources](#)

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## News from Around the Partnership

- [The Pollack Group Celebrates 40 Years](#)
- [Springboard Communications Gets B Corp Certified](#)
- [The Pollack Group Named Agency of Record for the Simon Wiesenthal Center & Museum of Tolerance](#)
- [Nuffer, Smith, Tucker \(NST\) marks 50 years, Expands roster](#)
- [The Pollack Group Partners with Ascend to help awareness and elevation of Pan-Asian Business Leaders](#)
- [Martschin & Partner Joins Global Ranks as Worldcom Public Relations Group's Newest Partner](#)

[Read More Worldcom](#)

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## Insights from our Experts



### 4 Ways to Align Sales and Marketing for Product Launches

Insights from [Standing Partnership](#), our partner in St. Louis, Missouri, United States

It is often the case, that sales and marketing teams are not always integrated in a company and have different goals. However, sales and marketing teams can align around a common focus: Delivering value for the customer.

87% of sales and marketing leaders say collaboration between sales and marketing enables critical business growth, and almost the same amount thinks this alignment is the largest opportunity to improve business performance. Although team can see the mutual benefit is clear, the path forward may not be.

To get both team on the same page, there are things you can do as part of a product launch to develop that alignment when launching a product or service for a new market.

[Start Aligning Your Sales and Marketing Team >](#)

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## AI Influence on Public Relations and Replacing People

Insights from [Probako Communications](#), our partner in our partner in Budapest, Hungary

With the shadow of Artificial Intelligence (AI) looming large, many practitioners ask how media industry and content creation services can survive? András R. Nagy, Managing Director of Probako Communications, did an interview with Rick Thomson, Technology Coordinator Video, Audio & Online of ADR NieuwsMedia.

During the interview, he dove into the top questions and address the fact that a lot of PR people are really concerned that AI will totally transform communications industry and media alike. The interview with Thomson walks through how those working in media see this situation. He talks about how making generic content will become easier. However, it will most likely result in average talented people using AI and making their content more generic and with that more mediocre.

[Read the interview on the Impact of AI in PR >](#)

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## Tips on using Data to Master the PR Pitch & Measurement

Insights from [K Harvey Brand Partners](#), our partner in Houston, Texas, United States

According to Cision's 2024 Global State of the Media Report, press releases are still the top desired content, 61% of reporters prefer to receive original research reports (trends, market data, etc.), over any other type of content from Public Relations professionals. In addition, more than

half of journalists said the most valuable information their PR contact can provide is data and research.

With these insights in mind, the PR industry's current pitching strategy needs rethinking. Reporters who are bombarded with outdated, uninteresting, or irrelevant pitches can get frustrated and feel their time is not being valued. On the other side of the coin, PR practitioners are left wondering why pitches aren't capturing reporters' interest.

[Read about Using Data for Your Pitch >](#)

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## Forgotten Digital and Social Media Channels

*Insights from [DEVENEY](#), our partner in New Orleans, Louisiana, United States*

When you are working with clients to develop a digital marketing strategy, it's easy to focus on the social behemoths like Facebook, Instagram, and TikTok. However, create a well-rounded strategy means using other platforms to help enhance your marketing reach and impact.

Social channels like Pinterest, Snapchat, Twitch, Reddit, and other often overlooked outlets. With millions of Estimated Monthly Active Users (MAUs), each of these outlets can help to create a comprehensive and effective marketing strategy. There are different aspect of these tools to consider leveraging that are outlined in the article.

[Discover Forgotten Digital and Social Channels >](#)

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# 5 Reasons a PR Agency should have an Awards Strategy

Insights from [Dix & Eaton](#), our partner in Cleveland, Ohio, United States

Some PR agencies think that chasing awards is superficial. However, there are other impacts besides just the prospect of winning an award. Awards can validate a company's excellence and credibility. They build trust and attract top talent; and their impact extends much further, influencing key areas like retention, marketing, branding and employee satisfaction.

Awards take time and demand a deliberate and action-oriented awards strategy. A well-thought-out pursuit of awards can drive lasting value throughout the organization. Before you start putting time into award applications, browse industry publications, online award databases and professional networking circles to find the right opportunities.

[Get Insights on PR Awards Strategy >](#)

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## Tips for Creating Successful Google Ads Campaigns

Insights from [True Digital Communications](#), our partner in Cleveland, Ohio, United States

The Google Ads platform offers nine different types of advertising campaigns. The most popular campaign types. However, there is a newer option: Performance Max. By focusing on this one powerful choice, you can create successful Google Ads campaign. Google's advertising platform is incredibly versatile, giving brands plenty of ways to customize their campaigns for maximum impact.

It is important to set up a campaign that truly aligns with your marketing goals and improving performance.

[Get Tips on Google Ads Campaign Development >](#)

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## Authentic Influence: The Rise Of Thought Leadership In Modern PR

Insights from [The Pollack Group](#), our partner in Los Angeles, California, United States

One of the challenges of the modern era is that information is often abundant but superficial. In this environment, it is important to establish genuine credibility by demonstrating thought leadership. It is not only important for individuals, but has also become vital for brands aiming to influence their industries and beyond.

With this need to establish credibility and authority to be successful, the role of thought leadership in public relations has evolved from a beneficial addition to a critical necessity. There are several ways to help establish authentic influence.

[Find Ways to Establish Authentic Influence >](#)

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## The Best Careers in PR

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your career to  
take off?**

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✉ Departures			
Flight		Destination	Time
NY	945	NEW YORK	10:20
LO	3681	LONDON	10:25
AM	8240	AMSTERDAM	10:25
PA	2787	PARIS	10:30
LA	026	LOS ANGELES	10:35
SI	1099	SINGAPORE	10:40
MI	5278	MILANO	10:40



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