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## Out with the Old

4 new ways to bridge the gap between marketing and PR

February 10, 2009

Edited by: Ken Beaulieu in: [Internet Niche Marketing](#)

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The formerly bold lines between the disciplines of [integrated marketing](#) communication are becoming grayer and grayer, if they still exist at all. And because of that, Internet niche marketing campaigns are now more measurable — and more successful, says Scott Severson, president of ARANet ([aranetonline.com](#)), a Minnesota-based company that helps companies deliver brand messages to consumers in print and online.

"The old days of treating advertising, interactive, and PR like separate entities are behind us," Severson points out. "Today, the most effective tactics are the ones that blend the branding value of advertising, the credibility of public relations, and the measurability and ROI of online tactics."

To that end, Severson offers these four tips to improve your niche marketing campaigns:

Learn the secrets of Internet niche marketing in the FuelNet Smart Report [The Secrets of Internet Niche Marketing Success](#). Discover the little-known secrets for building wealth using Internet niche marketing.

- 1. Consider hybrid tactics.** Let go of outdated perceptions and test next-generation tactics that aren't exclusively advertising- or PR-centric. Severson cites ARANet's Adfusion solution: By using engaging, brand-focused articles to drive [traffic](#) to clients' Web sites on a cost-per-click basis, the pay-for-performance model drives measurable results in a credible, effective way.
- 2. Focus your message.** Convergent campaigns are all about calls to action. Fold your messages into content-rich articles that offer context and editorial credibility — think of it as "brand storytelling" — as well as measurable results. Advertising that doesn't look like advertising is less intrusive and more effective.
- 3. Tweak as you go.** Don't get caught up in launching the "perfect" campaign. Set realistic expectations. The Web is ideal for making adjustments on the go. Establish a baseline and vow to improve on what you're doing today. Then, build on those results with the next tactic or campaign.
- 4. Measure, measure, measure.** Traditional advertising and PR campaigns tend to rely on old-fashioned measurements like circulation. Today's integrated Internet marketing tactics are far more measurable, allowing you to track response down to the tiniest nugget of information. Use the data to make decisions about next steps, and redirect resources toward the most effective tactics. But don't fall prey to "analysis paralysis." You can measure nearly everything, but do you need to? Focus on the actionable data that you can use to improve your campaign.

For more tips on this topic, download the FuelNet Smart Paper [The Secrets of Internet Niche Marketing Success](#).

Permalink: <http://www.fuelnet.com/?p=1255>

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