INBOUND PR MAGNET

HOW TO BUILD A PR ENGINE THAT ATTRACTS, ENGAGES, AND CONVERTS

prezly

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How to build a PR engine that attracts, engages, and converts

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The Shift to Inbound PR

The way journalists find stories has fundamentally changed. Traditional PR relied heavily on outbound tactics: cold emails, phone calls, and relentless follow-ups. While those methods still have their place, the most successful PR leaders today are embracing a new balance.

Journalists, stakeholders, and potential clients now search online for stories. They Google your brand. They explore your newsroom. They find you.

Inbound PR makes your stories discoverable and builds trust before a pitch is ever sent.

It doesn't replace pitching. It makes pitching more effective.

Just like content marketing revolutionized growth for B2B and B2C companies over the last decade, inbound PR is poised to do the same for agencies and communications teams.

In this guide you'll find:

- ⊘ How to use inbound PR to attract clients, partners & coverage
- ⊘ How to make your stories findable 24/7
- ⊘ Straightforward checklists to get started today

What is Inbound PR?

Inbound PR takes the core idea of traditional PR – getting your stories in front of the right people – and approaches it from the other direction.

Instead of relying solely on outreach, inbound PR makes your brand and stories easy to find, relevant, and credible, so that journalists, clients, partners, and even hires and consumers can discover you on their own.

It also closes the loop of your outbound comms, so that every mention and piece of coverage feeds back to amplify your brand's online presence and so helps new people discover your content.

It works a lot like content marketing: publish useful, well-placed content where your audience is already looking, and they'll come across it naturally.

Here's how the two approaches compare:

Outbound PR Process

Outbound PR relies on manual outreach for every new story you pitch. Press releases and assets are attached as discrete files, and the conversation stops as soon as your pitch ends.

Phone pitches

Email pitches

Email attachments

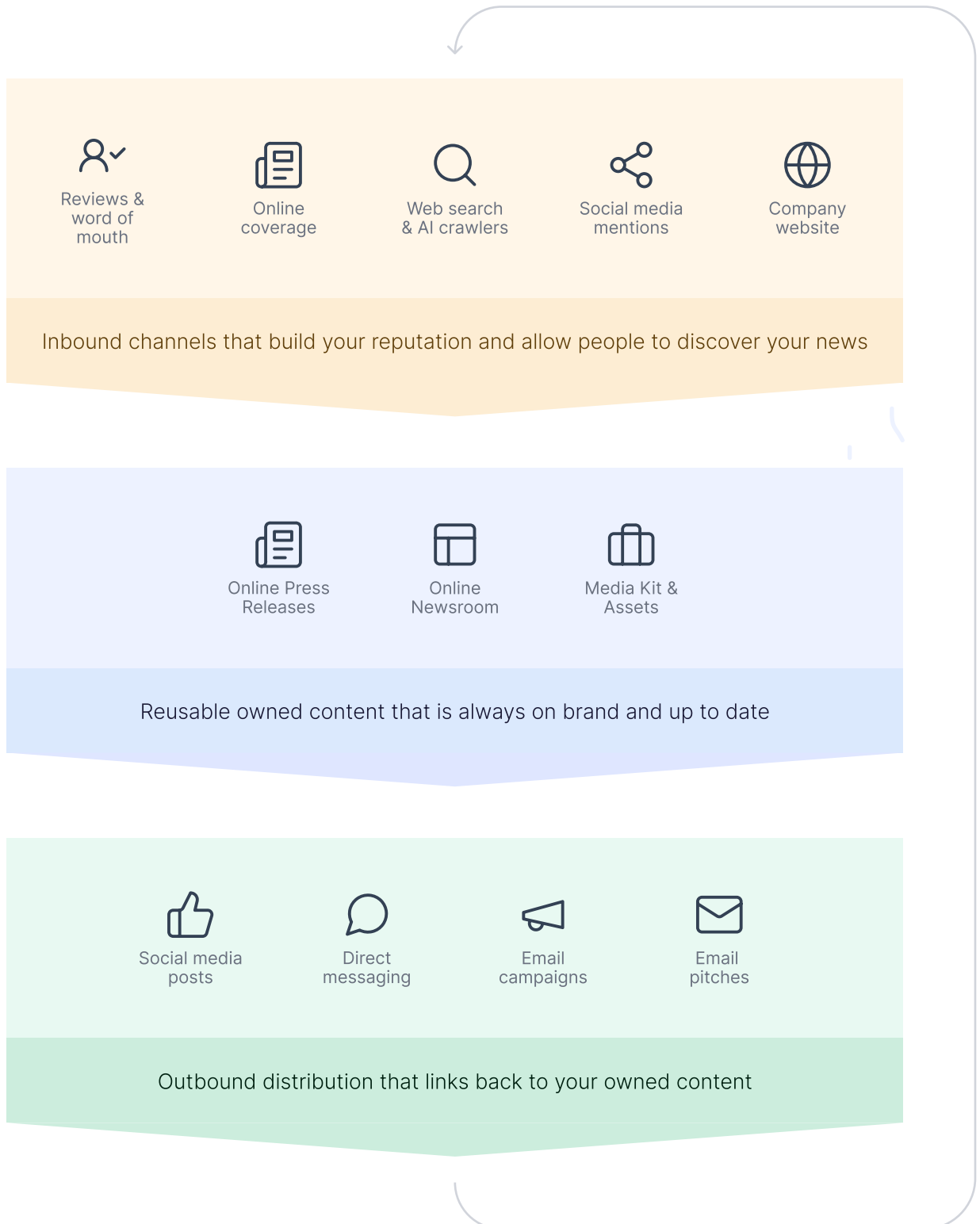Your media list

Manually repeat for every new story
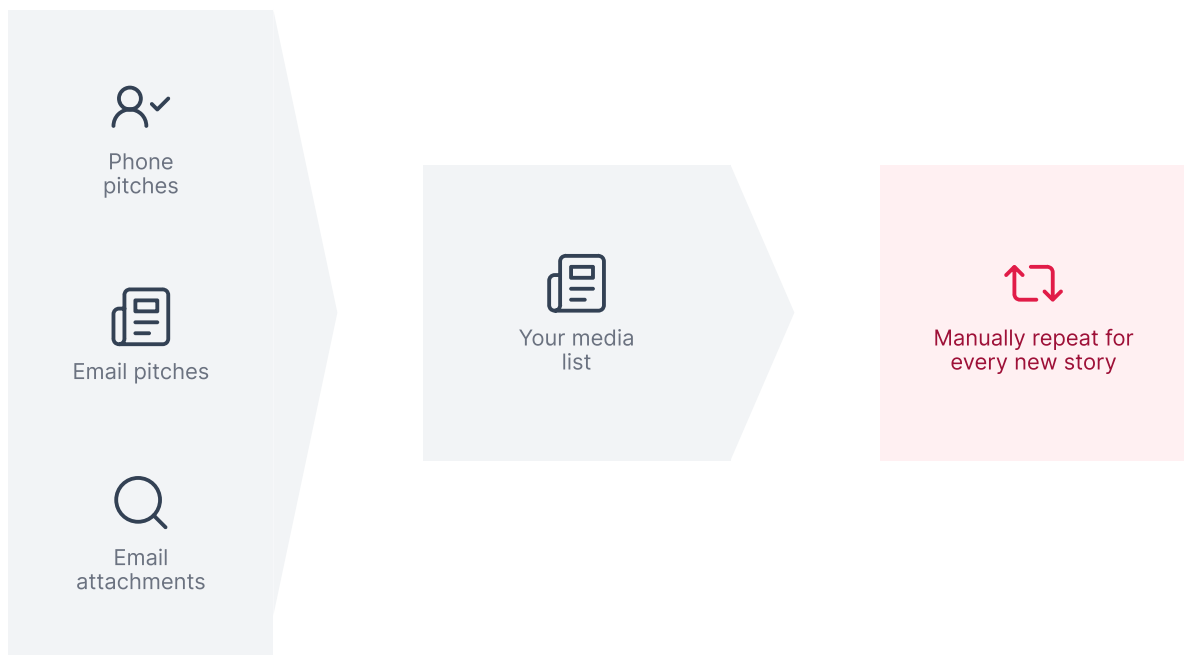
1. Identify media targets

2. Pitch by phone or email

3. Hope for coverage

This process, while effective if done right, is also incredibly time-consuming, difficult to replicate, and hard to measure.

If your comms strategy relies solely on outbound PR, you are leaving a lot of money (and media coverage) on the table.

Inbound PR Process

Inbound PR works with outbound to open up new, evergreen channels for people to keep on discovering your content.

Reviews & word of mouth

Online coverage

Web search & AI crawlers

Social media mentions

Company website

Inbound channels that build your reputation and allow people to discover your news

Online Press Releases

Online Newsroom

Media Kit & Assets

Reusable owned content that is always on brand and up to date

Social media posts

Direct messaging

Email campaigns

Email pitches

Outbound distribution that links back to your owned content

At the heart of inbound PR is your online newsroom – a searchable, always up-to-date hub for your latest stories, media assets, and contextual background information.

By publishing your press releases in your newsroom rather than only attaching them to email pitches, you open up multiple new avenues for people to discover your content, such as through search engines and AI.

1. Publish relevant, high-quality content in your newsroom
2. Optimize for SEO and social discoverability
3. Distribute through owned and shared channels
4. Create opportunities for engagement (newsletters, CTAs)
5. Track performance, refine, and repeat

Inbound PR Benefits

☑ Generates coverage passively

☑ Builds long-term authority and credibility

☑ Enhances brand visibility across multiple touchpoints

☑ Reaches not just media, but customers and partners

☑ Improves pitch success by creating a context-rich environment

The Inbound PR Framework

Ok, so now you know broadly what inbound PR is. But how does it actually work?

As we've already seen, inbound PR flips the traditional "push" approach on its head – instead of chasing attention, you create content and systems that pull your audience in. At its core is your online newsroom: the hub where all your stories, press materials, and brand updates live.

The framework comes down to four steps:

1. Attract

Publish stories, press releases, and resources in your newsroom that are timely, relevant, and optimised for search. Make it easy for journalists and stakeholders to find you when they're looking.

2. Engage

Offer value beyond the headline. Use clear context, compelling visuals, downloadable assets, and embedded multimedia to make your content useful and shareable.

3. Convert

Conversion in inbound PR depends on your audience, but generally it's all about keeping your audience engaged so that they continue to return to your content. Guide visitors to take the next step, whether that's requesting an interview, subscribing for updates, or exploring more brand resources.

Clear calls to action (e.g. newsletter signups, links to deeper brand content, etc.) help guide readers to the next step.

4. Measure

Measurement ties it all together. Track KPIs like page views, backlinks, time on page, number of pitches linked to newsroom content, pickup rates, and SEO rankings.

These metrics help prove the value of your PR work and help guide future campaigns. With the right analytics, inbound PR becomes a scalable, repeatable growth engine.

The beauty of inbound PR is that it doesn't just support one-off campaigns. It lays a foundation that continues to deliver value long after a press release is published. Each story you create becomes a digital asset that can be found, shared, and referenced repeatedly, which in turn builds your brand's reputation 24/7.

How to Build an Inbound PR Engine

An inbound PR engine works when all parts are aligned: content creation, newsroom management, SEO, email strategy, and distribution. Here's how to get started.

1. Set Up Your Newsroom

Your newsroom is your home base. It's where your stories live and where journalists and stakeholders go to find current information about your brand.

While some brands build their newsroom as part of their main website, this can create bottlenecks for in-house PRs and agencies, such as needing to go through developers or the marketing team to make newsroom updates.

Using an external tool to create and host your newsroom allows PR teams the control and flexibility to manage their own content, while maintaining key branding.

Platforms like Prezly let you build branded newsrooms quickly and manage multiple clients in one place together with contact management, email outreach, and coverage reporting.

The Perfect Newsroom Checklist

🎯 **Goal:** Establish an evergreen online hub for your brand.

- ☐ Fresh, relevant content updated regularly
- ☐ Search and categorization options
- ☐ Language dropdown for localization
- ☐ Boilerplate & press contact information
- ☐ Social media links
- ☐ Downloadable press kit
- ☐ Fast, mobile-friendly layout
- ☐ On-brand visuals and tone
- ☐ Smart linking to the main website (don't leak traffic!)
- ☐ Media gallery (images and video)
- ☐ Subscription form to build your media list

Set up your Prezly newsroom in <10 minutes and check off most of these points automatically, with a free 14-day trial of **Prezly**.

2. Optimize for SEO

Optimizing your content for SEO isn't just about getting clicks, it's about establishing authority. If your brand shows up as the top result on Google or is cited by AI tools like ChatGPT, you're instantly seen as more credible and trustworthy.

And SEO isn't just for your newsroom. It applies across your entire content ecosystem, from social media to YouTube. The key is to identify which platforms your audience uses most and optimize content specifically for each one.

Use the checklists on the following pages to make sure your inbound PR engine is firing on all cylinders:

SEO checklist for brand discoverability

🎯 **Goal:** Rank on Google, get cited by AI, be discoverable.

Online Newsroom

- ☐ Targeted keywords in titles and body copy
- ☐ Include metadata (title tags, meta descriptions, alt text)
- ☐ Clean URL structure
- ☐ Internal linking between stories and newsroom sections
- ☐ Fast-loading, mobile-friendly design

Press Releases

- ☐ Include key search terms in press release headlines
- ☐ Descriptive subheadings for clarity and scanning
- ☐ Links to other newsroom and owned content
- ☐ Logical hierarchy (H1, H2, etc.)
- ☐ Embed multimedia (images/videos) with alt text

Email Pitches

- ☐ Use common search phrases your audience would use

- [ ] Repeat keywords naturally throughout the copy
- [ ] Align press release themes with trending search topics

Social Media Accounts

- [ ] Add links to your newsroom or website in bios
- [ ] Use UTM codes to track click-throughs
- [ ] Optimize profiles with keywords related to your niche
- [ ] Include hashtags that mirror keyword themes

YouTube Channel

- [ ] Add captions and transcripts for every video
- [ ] Use target keywords in video titles and descriptions
- [ ] Include backlinks to relevant newsroom content
- [ ] Add tags that match your PR themes and brand topics
- [ ] Upload videos regularly to maintain momentum

Set up your Prezly newsroom in <10 minutes and check off most of these points automatically, with a free 14-day trial of **Prezly**.

3. Create A Nurturing Email Strategy

Email is still the backbone of most PR work – it's where pitches are sent, relationships start, and stories get placed.

But too often, emails are treated as single-use transactions: send pitch → get a reply (maybe) → follow up → move on.

✉ Email pitch	↩ Follow-up	🗞 Coverage?
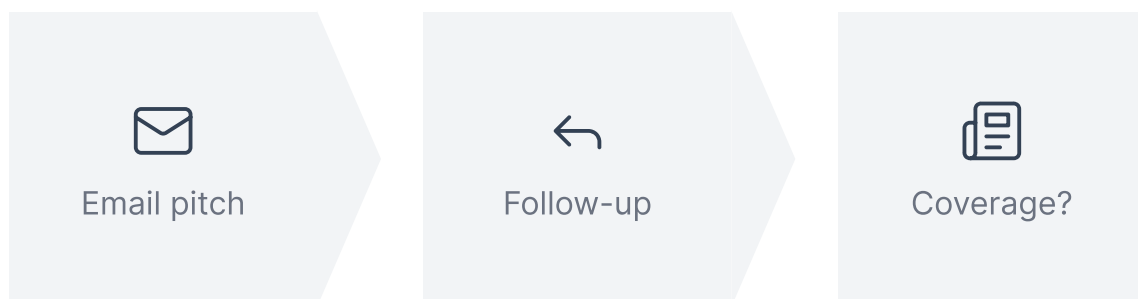
This approach can land individual stories, but it misses the bigger opportunity: using email as an ongoing channel to keep you on a journalist's radar, even when you're not pitching.

By building a repeatable system for staying in touch, you can stay visible, share relevant updates without spamming inboxes, and make your future pitches more welcome.

Smarter, More Strategic Emailing

🎯 **Goal:** Keep your brand top-of-mind with journalists and make it easy for them to access and act on your stories.

☐ **Link to your newsroom, not attachments** – Keep emails short and point to a newsroom page with the full story, images, bios, and press materials.

☐ **Add your newsroom link to your email signature** – Every message you send becomes a gateway to your most up-to-date PR content.

☐ **Create niche contact segments** – The more niche you can make a segment, the more targeted your messaging will be, and the higher chance of a good story fit.

☐ **Group related stories together** – Group related stories by theme and send these to targeted contact segments on a regular basis (see an example from PR agency oona).

☐ **Use an auto-reply for press inboxes** – Instant responses with newsroom links and top stories keep journalists moving while you prep a proper reply.

☐ **Track link clicks and opens** – Use email tracking to see which journalists engage most with your pitches and adjust follow-up timing accordingly.

☐ **Link to your online press kit** – A single newsroom page with your brand boilerplate, media contacts, logos, and fact sheets saves journalists time.

🛠️ **Resources**

How to group pitches and stories by theme · **Read Oona's case study**

How to set up an online press kit · **Read article**

How to create a Press Kit in 15 min · **Watch video**

4. Leverage Social & Owned Channels

One of the biggest advantages of inbound PR is that you're not relying solely on earned media. You own powerful distribution channels – your website, newsroom, blog, social media, and email list – where you can publish on your own terms and reach the people who matter most.

Publishing across these channels reinforces your brand message, builds credibility, and creates a lasting archive of your work. For many journalists, customers, and partners, your owned channels are their first impression of you.

The real magic happens when you mix owned distribution with amplification. By making your stories easy to share, you multiply your reach without multiplying your workload.

Blog Post   Social Posts

Press Releases   Your Story   Internal Comms

Newsletter   Video
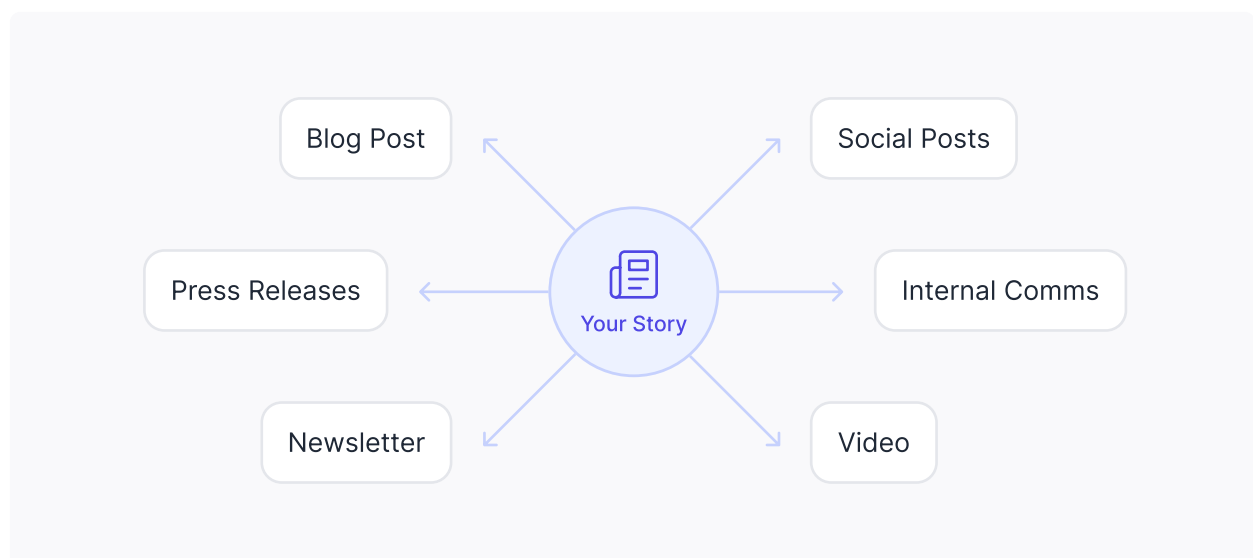
Tell your story in the format your audience loves.

Maximize Social & Owned Channels

🎯 **Goal:** Increase the reach of every newsroom story.

☐ **Learn what socials your audience uses and post there.**
Add this information to your CRM.

☐ **Repurpose newsroom content into different formats.**
Shareable images, video clips, quote graphics, blogs...

☐ **Make it easy for people to share your story.** Create and
share captions, hashtags, and ready-to-use images.

☐ **Use links that direct people back to your newsroom.**
Direct traffic to your newsroom, where people can see
your updates, access assets, and subscribe for updates.

☐ **Match the format to the platform.** Square for Instagram,
vertical for Reels/TikTok, landscape for LinkedIn/YouTube.

🛠️ **Resources**

Create Once, Distribute Forever by Ross Simmonds · **Go to book**

PESO Model by Spin Sucks · **Read article**

Your 30-Day Inbound PR Action Plan

Building an inbound PR plan doesn't have to be overwhelming. Start with small, strategic actions that build momentum.

At the end of this 30-day plan, you'll have a solid foundation, measurable results, and a repeatable process to grow from.

Week 1: Audit or Set Up Your Newsroom

Before making improvements, take stock of what you already have. Your newsroom should reflect your brand, provide value to journalists, and function smoothly across devices.

- ☐ Review your newsroom for design, clarity, and usability
- ☐ Confirm that contact details are visible and accurate
- ☐ Check that the press kit is up to date and downloadable
- ☐ Ensure your content is recent and relevant
- ☐ Test your newsroom on mobile devices
- ☐ Evaluate whether your newsroom matches your current brand voice and visuals

Don't have a newsroom? Create one in under 10 minutes with a free 14-day trial of **Prezly**.

☐ Make note of anything missing, such as a way for people to subscribe to your updates or links to your main website

Week 2: Publish One SEO Story

A single well-optimized story can drive traffic and improve your search ranking. This week, your goal is to publish a newsroom update that is both timely and searchable.

☐ Choose a topic that aligns with what your audience is searching for

☐ Include targeted keywords in the headline and body copy

☐ Write a clear meta description and page title

☐ Add internal links to other newsroom stories

☐ Upload images with descriptive alt text

☐ Share the story across your social media platforms

☐ Track basic performance metrics such as page views and click-through rate

Week 3: Link Your Next Pitch to Your Newsroom

This week, connect your proactive outreach to your newsroom

content. By linking directly to published stories, you make it easier for journalists to access assets and background details.

- ☐ Choose a story or announcement to pitch this week

- ☐ Publish or update a related story in your newsroom

- ☐ Include a direct link to the newsroom story in your pitch

- ☐ Personalize your outreach based on media beats and interests

- ☐ Add your newsroom link to your email signature if you have not already

- ☐ Set up an auto-response for inbound press emails linking to your newsroom

- ☐ Monitor open rates and responses for what performs best

Week 4: Track Results and Share with Your Client or Team

With three weeks of action behind you, it is time to evaluate what worked and share progress. Reporting helps justify PR efforts and identify areas for improvement.

☐ Review newsroom analytics (page views, bounce rate, top content)

☐ Check which links performed best in pitches and newsletters

☐ Measure traffic from social platforms to your newsroom

☐ Collect qualitative feedback from journalists or stakeholders

☐ Personalize your outreach based on media beats and interests

☐ Create a short report or visual summary to share results

☐ Identify one area to improve for the next month

☐ Plan your next story or newsroom update

Join the thousands of PRs already getting coverage with Prezly

Start your 14-day free trial to publish your newsroom and start sharing your story. **Start free trial →**

How Prezly helped a mobile game dev 4x their coverage

Read case study →

How IKEA uses Prezly to simplify PR and boost engagement

Read case study →

How Wallsauce distributes global stories with Prezly

Read case study →

How this AAA publisher keeps up with influencers

Read case study →

Next Steps & Resources

You now have a practical understanding of how to build an inbound PR engine, set up a newsroom, and use content strategically to attract media attention. To keep growing your knowledge and skills, we have curated a list of high-value resources that explore the latest trends, frameworks, and tools in modern PR.

These materials cover everything from artificial intelligence in content strategy to updated media models and step-by-step newsroom implementation. Whether you are working in-house or at an agency, these will help you refine your approach and stay ahead of the curve.

Frameworks and Models

🧠 **The Modern PESO Model:** An updated version of the classic model, adapted for the AI era. Helps you structure your strategy around integrated communications and measurable results.

→ **View the latest PESO model**

Recommended Reading

📚 **The New Rules of Marketing & PR by David Meerman Scott:** A must-read for anyone in modern communications. Be sure to check out the section on how to build and structure an online newsroom for maximum visibility and engagement.

→ Get the book

📚 **Create Once, Distribute Forever by Ross Simmonds:** An actionable guide to repurposing content across formats and platforms. Great for anyone trying to stretch their PR efforts further without creating new stories from scratch.

→ Get the book

📩 **Almost Timely Newsletter by Christopher Penn:** Stay current with the evolving role of artificial intelligence in PR and marketing. Christopher Penn offers weekly insights, tools, and tutorials specifically tailored to data-driven communicators.

→ Read the newsletter

Practical Guides and How-Tos

🧠 **Prezly Academy: SEO for PR Professionals:** Learn how to optimize press releases and newsroom content to get discovered in search engines and AI tools.

→ Explore the SEO guide

🧠 **Newsroom Examples and Best Practices:** See how other brands and agencies have built newsrooms that journalists actually use.

→ View real newsroom examples

🧠 **What Makes a Great Online Newsroom (4 Examples):** A practical demonstration of how an online newsroom can streamline communication and improve public relations efforts.

→ Watch the video

Ready to put this into practice? **Book a free demo** to see how Prezly can support your inbound PR strategy.

About Prezly

If you're serious about building an inbound PR engine, you need tools that simplify and support your strategy.

Prezly is an all-in-one PR software platform designed to help teams attract journalists, manage relationships, and publish stories in a way that is fast, flexible, and discoverable.

Whether you are representing a single brand or working across multiple clients, Prezly gives you everything you need to stop chasing coverage and start earning it organically.

Prezly is a proud partner of the PRCA.

PRCA

What Prezly Offers for Inbound PR

Online Newsrooms. Create branded, SEO-friendly newsrooms that host your stories, press kits, and multimedia content. No developers needed.

Story/Press Release Publishing. Publish multimedia press releases, company updates, and thought leadership content directly to your newsroom.

Integrated Pitching. Send personalized emails to your media contacts that link directly to your newsroom content. Track who opened, clicked, or engaged, all within one dashboard.

Media List Management. Organize and segment your press contacts by beat, geography, interest, or language. Add notes and see full conversation history at a glance.

Automatic Multilingual Support. Publish your newsroom in different languages and reach international audiences.

Analytics and Reporting. Monitor what stories perform best and uncover your most valuable contacts.

Collaboration. Work with your team to manage stories, contacts, and pitches in one shared platform.

prezly

Professional PR software that helps you get *noticed*

Publish press releases, create branded newsrooms,
pitch journalists & manage your contacts.
All in one place.