Digital Media Relations Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected world, Digital Media Relations, Online Reputation Management, and Strategic Communication have become essential pillars of modern branding. Organizations are increasingly shifting from traditional PR to digital-first media engagement strategies, where real-time storytelling, influencer ecosystems, and AI-powered media monitoring define brand success. This training course equips participants with cutting-edge skills in media outreach, crisis communication, press engagement, social listening, and digital storytelling, enabling them to thrive in a fast-paced, algorithm-driven media landscape.

Digital Media Relations Training Course is designed to build expertise in earned media strategies, newsroom engagement, content amplification, and integrated digital PR campaigns. Participants will learn how to craft compelling narratives, manage brand perception across multiple platforms, and leverage tools for media analytics, SEO-driven PR, and influencer collaboration. By the end of the course, learners will be able to execute data-driven media relations strategies that enhance visibility, trust, and engagement across global digital ecosystems.

Programme Curriculum

Digital Media Relations Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Digital Media Relations Strategy Development
2. Understand Modern Public Relations (PR) Ecosystems
3. Apply AI-Powered Media Monitoring Tools
4. Build effective Brand Reputation Management Systems
5. Execute Crisis Communication in Digital Environments
6. Develop SEO-Optimized Press Releases
7. Strengthen Influencer & Journalist Relationship Management
8. Implement Social Listening and Sentiment Analysis
9. Design Integrated Digital PR Campaigns
10. Enhance Storytelling for Online Media Platforms
11. Leverage Data-Driven Communication Insights
12. Optimize Multi-Channel Media Distribution Strategies
13. Build expertise in Corporate Communication & Brand Trust Building

Target Audience

1. PR & Communications Professionals
2. Digital Marketing Specialists
3. Corporate Communication Officers
4. Media & Journalism Students
5. Brand Managers & Strategists
6. Social Media Managers
7. Startup Founders & Entrepreneurs
8. Government & NGO Communication Teams

Course Modules

Module 1: Foundations of Digital Media Relations

- Evolution of PR to Digital PR
- Media ecosystem mapping
- Role of algorithms in media visibility
- Owned, earned, and paid media integration
- Building digital credibility
- **Case Study:** Nike’s digital storytelling evolution across global campaigns

Module 2: Strategic Media Outreach & Engagement

- Journalist targeting strategies

- Building media databases
- Pitch writing techniques
- Press kit optimization
- Relationship management frameworks
- **Case Study:** Tesla’s unconventional media engagement strategy

Module 3: Crisis Communication & Reputation Management

- Crisis lifecycle management
- Rapid response communication models
- Online reputation repair strategies
- Fake news mitigation techniques
- Stakeholder communication protocols
- **Case Study:** Johnson & Johnson Tylenol crisis response model

Module 4: Content Creation for Digital PR

- SEO-driven press releases
- Storytelling frameworks
- Multimedia content strategy
- Viral content mechanics
- Editorial calendar planning
- **Case Study:** Airbnb’s storytelling-driven PR campaigns

Module 5: Social Listening & Sentiment Analysis

- Social media monitoring tools
- Brand sentiment tracking
- Trend detection systems
- Audience behavior analytics
- Competitive intelligence gathering
- **Case Study:** Starbucks’ social listening-driven product innovation

Module 6: Influencer & Media Collaboration

- Influencer identification strategies
- Collaboration models
- Contracting and compliance
- Campaign co-creation
- Performance measurement
- **Case Study:** Daniel Wellington influencer marketing success

Module 7: Digital PR Analytics & Measurement

- Media KPIs and metrics
- Engagement rate analysis
- Share of voice measurement
- ROI of PR campaigns
- Dashboard reporting tools
- **Case Study:** Coca-Cola digital campaign performance analytics

Module 8: Integrated Digital Communication Strategy

- Omnichannel communication planning
- Cross-platform messaging alignment
- Brand consistency frameworks
- AI in communication strategy
- Future of digital PR ecosystems
- **Case Study:** Apple integrated global launch communication strategy

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com