

Tang Cultural Media released the SRCNN Enterprise-Class AI Digital Public Relations Communication White Paper

Tang Cultural Media's global think tank SRCNN's AI interconnection technology is helping companies become smarter



Shanghai, Jun 9, 2020 ([Issuewire.com](https://www.issuewire.com)) - On June 1, CIRDAY, Tang Cultural Media and its SRCNN's 2020 new quarter white paper conference were held in Shanghai. SRCNN, a global think tank under Tang Cultural Media, released the smart enterprise-level public relations communication solution and the "Enterprise White Paper on Artificial Intelligence Digital Public Relations Communication" at this conference.

Tang Cultural Media China Public Relations and Media Affairs Director Meng Weiting and SRCNN China R&D Senior Deputy Director Wang Haibo conducted in-depth analysis on the data model cases and research results of the research theme, and conducted in-depth exchanges and sharing with the entrepreneur representatives and media reporters present.

SRCNN, a global think tank owned by Tang Cultural Media, released the "Enterprise White Paper on Public Relations for Digital Public Relations in Artificial Intelligence" at the new white paper conference in 2020. SRCNN interviewed more than 1,200 practitioners of digital marketing and public relations agencies in conjunction with seven global quality partners. The survey shows that 89% of companies will give priority to press releases when promoting brands or new products, while the official accounts and official websites through social media platforms are less than 75%. More than half of companies are very concerned about user data growth and Sales performance conversion indicators. In order to improve the effectiveness of public relations communication, companies pay more attention to how to deliver through influential and high-weight media and pass the content of the draft to the target users.

"SRCNN Enterprise-Level Artificial Intelligence Digital Public Relations Communication White Paper" combines the market development priorities of Chinese and global companies in the future, in-depth

analysis and research on the background characteristics of traditional public relations communication and the opportunities and challenges in future development. By further emphasizing the mission vision and Cirday core smart system of SRCNN's enterprise-level artificial intelligence global interconnected public relations communication, and analyzing the advantages of SRCNN artificial intelligence in data, technology and security, as well as typical practice cases, it is an enterprise or institution brand Construction and public relations digital communication provide theoretical basis and practical reference that can be learned.

SRCNN, a global think tank under Tang Cultural Media, is a listed company and an international market strategy and think tank service provider designated by the world's top 100. Its market research and brand strategy business covers tens of thousands of media and hundreds of millions of consumers and investors in 38 countries around the world. , SRCNN is committed to bringing well-known industry market insights and brand strategy practices to China, helping listed companies to strategically lead the business, and helping the brand expand to all parts of the world through public relations marketing.

Tang Cultural Media is a public relations and media consulting company with a global vision. Our main businesses include intellectual property, brand strategy, creative marketing, public relations and communication, media cooperation, performing arts brokerage, conferences and exhibitions, large-scale events and film and television planning. In the beginning, we insisted on relying on the advantages of new media and cross-platform channels. With years of experience accumulation, rigorous market research diversified original designs and create integrated communication solutions, we helped more brands provide a fruitful overall Brand image and comprehensive communication services.

With nearly 10 years of global PR communications experience, media resources all over the world, and in-depth knowledge of the Chinese market, Tang Cultural Media will become an important part of the long-term success of international customers in China and the development of Chinese companies in the domestic and overseas markets. Strategic partner is one of China's most advantageous public relations consulting agencies.

Media Contact

Tang Cultural Media

info@tangcm.com

+86-21-80394580

B608, No. 50, Lane 2700, Lianhua South Rd.

Source : Tang Cultural Media

[See on IssueWire](#)