

Meet Imran Manzoor: 23-Year-Old Marketing Expert Turned Media Mogul



Moscow, Aug 24, 2020 ([Issuewire.com](https://www.issuewire.com)) - In the 21st century, online has become a crowded place. Gaining publicity for your work has become tough since there's an excessive amount of competition out there. During this competitive era, startups and corporations can only hope to realize success if they effectively leverage the power of selling and PR. I recently had a chance to interview [Imran Manzoor](#), a 23-year-old entrepreneur who has been dominating the marketing and PR space for a brief time now.

Imran Manzoor is that the founder and CEO of [Digitecho](#), which can be a full-service digital agency that partners with clients to drive their business outcomes. he's also the author of Digital Technology, ThriveGlobal, e27, Medium, and KivoDaily which can be a PR agency that focuses on strategic media placements. Over the years, Imran has partnered with many influencers, entrepreneurs, startups, and established companies and has successfully gotten them featured on major publications like Forbes, Entrepreneur, The Huffington Post, Inc Magazine, and more. During my conversation with him, he had plenty of great insights to share about marketing and PR which may be helpful for anyone interested in this field. Here are some bits from our discussion.

Tell us about **Digitecho**. How did you come up with this idea?

Digitecho: The Digitecho could also be a PR agency where our main expertise is getting our clients featured on top publications. I even am within the marketing industry for an extended time now and have successfully executed many marketing campaigns. However, one day, I noticed that digital marketing had its limitations, which I became aware of the importance of strategic media placements. If you're selling a service or launching a startup, and you receive coverage and validation from top publications like Forbes, Entrepreneur, Inc Magazine, etc., then your importance and price within the market go up exponentially. to not mention all the exposure and traffic that brings. Once I understood the importance of media placements, I knew what I had to undertake. Over the past few years, I even have spent plenty of some time building relationships with journalists and editors at top publications, which has allowed me to work out myself during a key position within the PR industry.

Why is PR important?

Imran Manzoor: PR is extremely important for various reasons. you can't expect to urge to the very best of your industry if the earth doesn't know who you're. so as for the earth to know who you're, and to perceive the right picture of who you're, PR is vital. Strategic media placements can assist you to get business exposure, strengthen your brand, and become a known authority in your field. PR is that the inspiration for therefore many important things. you'd like the press to urge verified on social media. you'd like the press to make a Wikipedia page. you'd like press if you'd like people to need you seriously. Top companies and makes realize the importance of PR, which is why they're investing heavily in it.

Is PR as important for individual influencers because it's for companies?

Imran Manzoor: Absolutely! this is often the age of social media. It's absolutely essential for influencers to make a personal brand, and there's no better because of improve your brand credibility than to possess strong press. Once an influencer receives the validation of top publications, that's a strong boost for his or her personal brand. It's totally worthwhile for influencers to require an edge in PR. they're going to then use their features as leverage once they struggle to sell a service, or pitching to brands for sponsorships.

What is the only PR-related advice that you simply simply can give to our readers?

Imran Manzoor: PR isn't that tough if you truly understand the underlying philosophy behind it. First, you'd wish to interrupt it right down to basic principles. Everyone needs something. If you're able to fulfill someone's need, if you'll provide value to them, they're getting to be willing to help you out in return. this is often one of the foremost fundamental principles in life and business. Journalists at top publications don't have an endless supply of content. they're trying to seek out a hot new story to cover or something interesting they're going to write off. If you're able to somehow provide them immense value, and also a

superb story to cover, then why would they refuse you? So, the only advice I can give about PR would be to understand this fundamental and apply it to every connection you create. Reach bent journalists and editors, ask them about what value you'll provide to them; not the other way around. Once you master this principle, it's almost execution then. It's all about having the right connections. People think PR could also be a numbers game. It's not. It's about targeting the right person with the right pitch, then providing them value to urge what you'd like. That's how you win during this game.

What is the only because of reach bent a journalist to pitch a story?

Imran Manzoor: There are usually multiple channels you'll use to connect with journalists. However, it's best to avoid trying to connect with them on a platform where they have too many followers because then you'd risk your message not getting noticed. So, as an example, if the journalist's Twitter has thousands of followers, you'll try reaching bent them via Facebook or LinkedIn instead. the other option is to connect with them via email. you'll also use an email tracking tool to determine if your email gets opened.

How can we all know if a story is nice enough to be featured in top publications?

Imran Manzoor: After trying many pitches, I even have learned that it's not always about the story. It's also about how you present it, and which specific key points you specialize in. Any story is often made feature-worthy if you present it using the right angle. Over the years, I even have learned to need apart any story, determine key points which can be interesting to specific journalists, then use those key points because of the most theme of the pitch. By doing this, I even have had great results. This obviously requires studying various journalists, researching the sort of content they typically write of, then crafting your dig in accordance with thereupon. Getting your pitch accepted is typically about heavy research, knowing the thanks to present the story using the right angle, and also simultaneously providing value to the journalist.

What do I think you're doing better than most people? How are you able to do it?

Imran Manzoor: Research. I research tons. I pick a topic or field that interests me and become enthusiastic thereto. I then spend hours and hours researching it till I master it. this is often true for general things, like PR and marketing, or about any specific client's case that I buy. most of the time, all that heavy research pays off.

What are a variety of the only books you've ever read?

Imran Manzoor:

Think and Grow Rich

How to Win Friends and Influence People

What do I think is that the foremost vital trait to understand immense success?

Imran Manzoor: diligence. It's not even a problem. You can't win if you don't exert. the toughest worker is typically going to beat the talented guy who doesn't work. Graveyards are crammed with talented folks that didn't achieve anything big in life. Of course, if you're able to combine diligence with talent, then success is guaranteed.

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