

Trends in PR and communications in 2021 by Dubai PR agency Iris PR



Dubai, Dec 29, 2020 ([IssueWire.com](https://www.issuewire.com)) - Just like every other industry, the PR and communications sector was affected in 2020. So, what has 2021 in store for [PR agencies in Dubai](#) and all Digital and communications professionals globally? Here, [Iris Public Relations](#), a [top PR agency in Dubai](#), shares the trends that will govern 2021.

Communication on diversity

2020 was not only the year of the pandemic, it was also the year that diversity became the talk of the town. Companies came forward to show their support for people of all races and backgrounds, workplace policies were overhauled to become more inclusive and, we expect this trend to continue. Brands will focus their marketing and communications on values of empathy, diversity, and inclusion in 2021.

Expand your reach

Apart from influential media, make sure you also have a list of bloggers, podcasters, and non-traditional media outlets in your outreach list.

Digital is going to explode

Live digital events, podcasting, and live streaming are going to take over communications and events. Unlike pre-produced content, the live video encourages viewers to participate in a conversation in real-time and be more engaged. Interest in podcasts is also increasing, they are a great way to position companies as thought leaders.

Share, Share, Share everywhere

Digital media was already capturing everyone's attention and this trend is only going to continue. Share your PR coverage on your social platforms, don't be shy! Engage with the same earned piece of media if you see it retweeted or reposted by your followers. The more you circulate the story, the more people will see it.

Data is the key

Content campaigns will be based on customer data, based on what, where, and how they consume it. Communication will become more focused, creative, and measurable.

Influencer campaigns

Ask your client to factor in a budget for influencer reviews and campaigns that can generate alternate forms of coverage. Always be careful that you target the right influencer for every campaign. Ever since Covid brought about social distancing restrictions, consumers have spent more time on social platforms and companies found using influencer content useful to reach them.

This press release is by Iris Public Relations, a [top digital and communications agency in Dubai](#) serving the Middle East and North Africa market. Want to know more about them? Check out below.

[Iris PR](#) is a [top communications agency in Dubai](#) unifying PR, digital marketing, and brand collaborations into content-rich communications campaigns that inspire story sharing. Founded in 2009, [Iris PR](#) is based in Dubai and works with global and local companies across technology, healthcare, consumer products, corporate, and finance. For more information, visit www.irispr.net

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