

# Media Management Mastery:

A case study on Selectiva's AI driven PR Solution

## The Client

A global technology company with a varied portfolio of products and a diverse customer base was facing issues regarding information on latest developments, product launches, and corporate news for the media and the public.



## Approach

Selectiva first conducted requirement gathering. This included in-depth interviews with the PR team. Information was gathered on the existing processes, pain points, and desired outcomes. A solution was designed utilizing PRMS application, Salesforce lightning, and Apex language, etc.

## Pain Points

The three main issues:

- (1) Lack of a centralized platform
- (2) Inefficient collaboration
- (3) Excessive administrative overhead



## Solutions

There were four main parts:

- (1) Intuitive press release creation
- (2) collaborative approval process
- (3) automated distribution
- (4) real-time tracking and reporting.



## Impact

- 80% reduction in time spent on administrative tasks
- 70% reduced communication delays and errors
- 60% cost reduction for PR distribution and monitoring

# Media Management Review Pr

**Daniela Niemeyer**

## **Media Management Review Pr:**

**Media Management Review** Charles Warner,2012-10-12 This unique publication deals exclusively with current media management issues It fills a void in the current literature and provides an outlet for a growing number of media scholars and practitioners interested in the ever changing and ever more complex field of media management The Media Management Review was designed to appeal to working professionals who deal directly with managing the media radio television cable newspapers magazines new media and advertising agencies Written in a style that is both understandable and applicable this annual volume is an indispensable resource filled with information on the latest media management theories and practices

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The book delves into Media Management Review Pr. Media Management Review Pr is a crucial topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Media Management Review Pr, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Media Management Review Pr
- Chapter 2: Essential Elements of Media Management Review Pr
- Chapter 3: Media Management Review Pr in Everyday Life
- Chapter 4: Media Management Review Pr in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, the author will provide an overview of Media Management Review Pr. This chapter will explore what Media Management Review Pr is, why Media Management Review Pr is vital, and how to effectively learn about Media Management Review Pr.
3. In chapter 2, this book will delve into the foundational concepts of Media Management Review Pr. The second chapter will elucidate the essential principles that need to be understood to grasp Media Management Review Pr in its entirety.
4. In chapter 3, this book will examine the practical applications of Media Management Review Pr in daily life. This chapter will showcase real-world examples of how Media Management Review Pr can be effectively utilized in everyday scenarios.
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6. In chapter 5, this book will draw a conclusion about Media Management Review Pr. The final chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Media Management Review Pr.

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