

5 WAYS

PR Can Be Incorporated into Your Performance Marketing Strategy

By Zapporah Turner, Campaign Manager, TEAM LEWIS

Public relations isn't just about press releases and reputation management anymore.

It's becoming one of the most powerful tools in the performance marketer's toolkit. In an era shaped by AI, new search behaviors, and always-on social media, PR has evolved from a brand-building function into a measurable growth driver.

To explore what this evolution looks like in action, we sat down with JLab to talk about how they're rethinking their PR strategy to drive measurable impact. Watch the full video to hear how they're integrating storytelling, social media, and performance data to build a smarter, more connected PR approach.

So, how can your brand do the same? Here are five ways PR can play a key role in your performance marketing strategy by building visibility, credibility, and measurable results across the funnel.



1 Turn Brand Storytelling into a Performance Engine

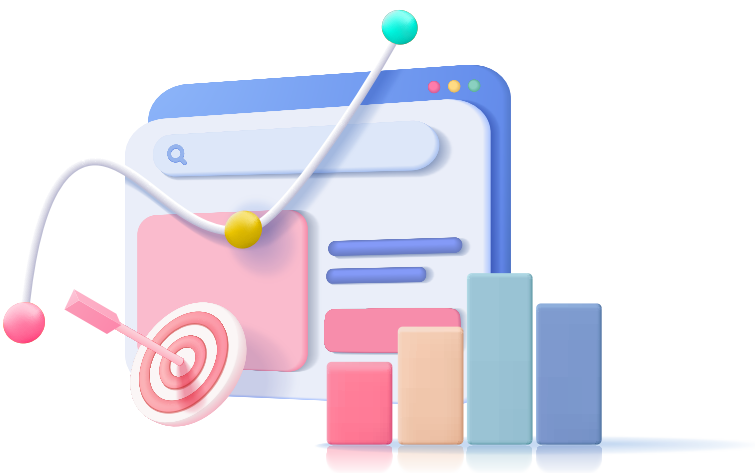
Modern PR is about more than getting coverage. It's about creating stories that move audiences to act. A strong narrative can drive traffic, engagement, and even conversions when strategically placed across digital channels.

Performance marketers can amplify these stories through paid campaigns, influencer collaborations, and social amplification to ensure earned media works harder. Every story becomes a performance asset that generates awareness, builds trust, and supports measurable engagement.

3 Optimize Earned Media for AI-Powered Search

AI and large language models (LLMs) are changing how people find and consume information. Unlike traditional search engines that surface paid results first, AI-driven platforms often prioritize credible, earned sources. That shift creates a new opportunity for PR to influence visibility.

By securing coverage in reputable outlets, whether they are top-tier publications or niche industry media, brands can shape what AI tools surface when people ask questions or research products. In this new search ecosystem, earned media builds both awareness and authority.



2 Leverage Social Media for Discoverability and Data

Social media has become one of the most powerful extensions of PR. Platforms like LinkedIn, X, and TikTok are now primary destinations for discovering brands, industry insights, and thought leadership. This means your social content is part of your PR strategy, and it's fully measurable.

From impressions and engagement to sentiment and click-throughs, every post provides data that can refine your approach. This creates a feedback loop that turns awareness into action while reinforcing brand credibility through consistent storytelling.

4 Integrate Influencers and Thought Leaders

Influencers, industry experts, and brand advocates help bridge the gap between PR and performance. Their content reaches highly engaged audiences and contributes to how algorithms and AI engines assess credibility.

Incorporating influencer partnerships into your PR plan helps scale storytelling with authenticity. Micro and niche influencers, in particular, can provide precision targeting that drives measurable engagement and conversions while reinforcing the brand's message through trusted voices.

5 Measure, Optimize, and Attribute PR Impact

The transformation of PR into a performance channel depends on data. New tools such as RankShift and other analytics platforms allow teams to track visibility across AI search results, attribute traffic to earned placements, and connect PR efforts directly to business outcomes.

When integrated into the broader performance ecosystem, PR becomes a measurable growth driver. By tracking KPIs such as share of voice, referral traffic, or conversion impact, teams can identify what works best, optimize quickly, and demonstrate real business value.

THE BOTTOM LINE

Performance marketing runs on data, but it thrives on trust, and that is where PR delivers its greatest impact. When storytelling, social media, AI optimization, influencer engagement, and measurement come together, PR transforms from a reputation tool into a results engine.

The takeaway is simple: Don't silo your PR. Integrate it. Optimize it. Measure it. In today's landscape, the brands that treat PR as part of their performance strategy don't just earn attention—they earn results.