**What You Can Learn From Taylor Swift's PR Blueprint**

Staying authentic, sharing values, imparting messages that resonate and advocating for issues that matter to her listeners have been the cornerstones of singer Taylor Swift's PR strategy. The formula "not only attracts her existing audience but also draws in new fans," Gillian Janicki of Inspire PR Group writes.

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[*https://www.prdaily.com/the-core-of-taylor-swifts-pr-strategy-is-values-based-messaging/*](https://www.prdaily.com/the-core-of-taylor-swifts-pr-strategy-is-values-based-messaging/)

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[*https://celebmafia.com/wp-content/uploads/2018/11/taylor-swift-performs-at-reputation-stadium-tour-in-tokyo-4.jpg*](https://celebmafia.com/wp-content/uploads/2018/11/taylor-swift-performs-at-reputation-stadium-tour-in-tokyo-4.jpg)