

## PR & Marcomms; Three Thought Starters

If business and trade media are where you would like your company to have a strong presence, then you need to have a comprehensive public relations program in place.

Business to business is not like consumer markets where marketing budgets can buy all sorts of bells and whistles. In our markets, the major marketing successes come from engaging public relations to drive desired business outcomes. It's what Business & Technology PR does for a living.

Think 'fresh' about public relations by asking yourself the following questions:

### 1. Do you want to be a 'thought leader'?

In every industry there are individuals and companies perceived as market leaders. They consistently get quoted in media articles and are sought after as speakers at events.

These are the 'thought leaders' of the industry. Public relations is the key to becoming such a leader. Ask yourself these questions:

- Do you have a view on a particular topic that is fresh or contentious?
- Have you let key editors know about this in person or via releases?
- Are you actively looking for other, non-media, opportunities to have your thoughts expressed?

### 2. Do you want to increase lead-generation?

If your business goal is to increase high value sales, then lead generation will be a key objective.

Working with your sales and marketing departments, public relations can help make the phone ring or the door open for your key account representatives. Here are three things to consider in the sales arena:

- Do your sales executives actively seek reference permission when they close a sale?
- What do you print more of - sales brochures or customer case studies?
- Do you support direct mail campaigns with any other form of communication?

### 3. Do you yearn for stronger corporate reputation?

Are you competing at the product level, but finding a roadblock at the executive level? Public relations assists in getting your company known at that higher level by building your corporate reputation. Have a think about these questions:

- When you talk with media, are you talking product or company messages?
- Do you corporately engage with your customer industries through sponsorships and events?
- What do you do as a corporation that actually helps build a reputation?