

451 MARKETING | THE LEADER IN NEW MEDIA COMMUNICATIONS

What a PR Campaign Should Look Like to Generate Sales

As the economy gets tighter, companies are forced to demand higher ROI from their marketing spends. Traditional public relations campaigns have always yielded

a better return vs. investment compared to mass media advertising, but the question remains, are all public relations campaigns created equal? Absolutely not!

As our firm specializes in inbound marketing, we focus solely on utilizing public relations (among other tactics) to increase lead generation for our clients. We polled our consultants to find out exactly what you should be looking for when launching a public relations campaign. Here are the results:

A campaign aligned with your business objectives

Does the campaign align with your business objectives? How does the campaign compliment your other ongoing marketing efforts? Does the campaign support your business sales and marketing strategies? Does the firm that you have hired (or are considering hiring) think that “press for the sake of press” is enough for your company or do they deliver press opportunities that deliver leads? Have the PR opportunities that you have received helped to support your goals?

A campaign that focuses on your prospects and lead generation

Make sure any campaign that you run considers your prospects and existing customers. Ask yourself where are your prospects receiving most of their information? What types of media coverage and stories will ultimately deliver the highest amount of qualified leads? What PR tactics can you implement that will directly support your sales team? What types of media coverage will help you up-sell existing customers or clients?

A campaign that utilizes new media and web 2.0 tools

The way that people receive (and share) information over the last 5 years has changed dramatically. There are now over 130 million Blogs on the web, people watch over 250 million videos per day in the US, there are over 30 million people connected on LinkedIn, and Google News Search is used over 15 million times per month (compare that to the 1 million monthly readership of the New York Times). With these numbers, can you afford to run a campaign that does not heavily utilize new media? Is your agency doing anything to reach the millions of people who receive the majority of their information through these channels? If they are – do they know which channels are the best in order to reach your specific prospects and existing customers? What types of tools are they using to increase the chances of connecting you with reporters on deadline? Does your campaign (or agency) use new media tools like HARO, ProfNet, or Cision? What about monitoring? With all of the new media channels in the world how does your campaign monitor the content? Does your campaign utilize web 2.0 tools like RSS (really simple syndication) feeds or email alerts to allow people to more easily locate and subscribe to your news?



LinkedIn

Google
News


PR Newswire
United Business Media

CISION
Global Media Intelligence

A campaign that employs Search-Leveraged PR

As the economy gets tighter, competition becomes fiercer for your prospects. You should realize that in today's world, an edge is needed to drive leads and new business through your PR efforts. This is why our firm practices "search-leveraged" public relations. This innovative approach, perfected by our inbound marketing agency, combines public relations with search engine optimization to ensure that your news come up first on search engines when your prospects, clients or customers search for it on the web. This tactic also increases the likelihood that your press releases will be found by media that covers your industry. Reciprocal benefits include better search engine optimization, increased qualified leads, and reputation management. In these economic times, can you really afford not to involve search-leveraged PR in your campaign?

Success metrics that involve new leads

Don't settle for a campaign (or agency) that involves or provides "media reports" as a way to measure success. A great PR campaign should only be judged by the number of leads or sales that it has generated for your company. This may involve making some minor changes to your website (e.g. lead captures), but they will be well worth it. Ultimately, if your PR campaign is not aligned with your business and marketing objectives, it will become clear early on in the campaign (by the lack of leads coming in to your pipeline). You should ask yourself the following questions – Am I satisfied with the number of leads generated by my PR efforts? Is my agency even measuring how effective their campaign is to help us develop new leads or business? How much has our lead-flow increased from our current PR campaign?

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