

Public Relations....

The credibility factor

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create • market • impetus

What is PR?

*Public Relations is about **reputation** – the result of what you **do**, what you **say** and what others say about you.*

*Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and **influencing opinion and behaviour**.*

*It is the planned and sustained effort to establish and maintain **goodwill** and mutual **understanding** between an organisation and its publics.*

Chartered Institute of Public Relations

Don't believe the hype....



PR & the social web



It's PR Jim....but not as we know it



PR is still a key part of the game...



Content is king...

How to become a content engine

❖ Content creation

- News – customer wins, company developments, new services
- Views – opinion, insight, market knowledge
- Muse – thoughts and reflections

❖ Content curation

- *“the act of finding, grouping, organizing or sharing the best and most relevant content on a specific issue.”*

It's all about people & content...

Contacts

- ❖ Build media relationships
 - Enterprise IT, Channel, Business, Broadsheet, Broadcast, Online
- ❖ Know their patch
 - Hardware, software, security, telecoms, internet, voice & data networking
- ❖ Become known for delivering real news...and views
 - Customers, analysts, partners, industry commentators

Content

- ❖ Technology, industry & market knowledge
 - Innovations, issues, trends
- ❖ Content development
 - Thought leadership
 - Whitepapers, Opinion pieces, Viewpoints, Surveys
 - Testimonials, news releases
 - News hooks, story pitches
- ❖ PR 2.0
 - Another channel
 - Dialogue v monologue
 - Its still about content

Proxy journalism....

❖ Bloggers

- Enthusiasts
- Experts
- Non media

❖ Blaggers

- Online media
- Journalists
- Sort of 'independent'

❖ Bleaters

- Micro bloggers
- Tweeters



The 3 E formula...

❖ Engage

- Identify your target media
- Understand their needs
- Build relationships

❖ Evangelise

- Promote thought leadership and authority
- Industry trends, market issues, research
- Be opinionated, contentious

❖ Endorse

- Customer advocacy
- Analyst endorsement
- Awards, commendations, reviews

3 Pillars of effective PR...

❖ Create

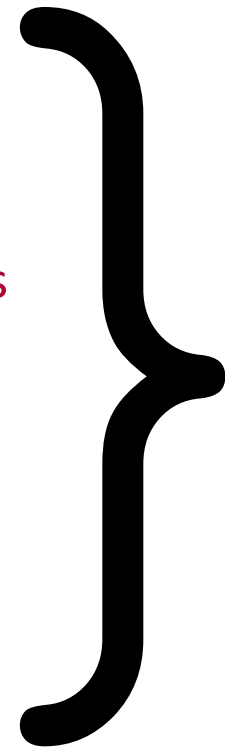
- Propositions development
- Support go-to-market strategies

❖ Market

- Integrated marketing campaigns
- PR with a Purpose

❖ Impetus

- Lead generation, sales pipeline
- Momentum, reputation



soften the sales cycle

Top Tip: PR is like a good golf swing...

- ❖ Set up & address
 - Angles, alignment & direction
- ❖ The takeaway
 - What is the message
- ❖ Timing & impact
 - Right message, right place, right time
- ❖ Follow through
 - Commitment & momentum



Thank you...

