

HOW TO WORK WITH YOUR CONTENT & PR TEAM



Content is...

Content is **information, ideas, introductions** and other **substantial value** that is offered to a prospect (directly or through a media source like a publication) that benefits them whether or not they are ready to buy from you right now and which earns you the right to **keep moving the business relationship forward** towards a sale.



Content is **not solicitation material** like pitches, proposals and sales materials that are meant to benefit you.

Content is typically thought of as articles, white papers, research reports, blog posts, social media posts, roundtables, panel discussions, speeches, videos, emails, workshops, client education events, networking events, referrals and more.

Content is typically something that **your company creates** or originates (or, at least, curates) and directly distributes to customers and prospects.



PR is...

Public relations is the process of **telling the company's story** to more of the right people, more often and in the right way so they buy more of your product for more money.



Whereas advertising is something a company pays media to display, public relations is about convincing reporters or editors to write a **positive story about your company** that appears in the editorial section of the magazine, newspaper, TV station or website, rather than the "paid media" section where advertising messages appear. So your story has more credibility because it was **independently verified** by a trusted third party, rather than purchased.



Ultimately, the goal of PR is to get media audiences (filled with your ideal prospects) to **prefer your company and products** and to be motivated to contact you. PR is the art of getting others to brag about you and your business



How to use PR to sell more

Identify Ideal Prospects

Help your PR team understand your prospecting priorities. Describe for them the specific companies and people you need to persuade and what media sources those executives rely on to get information and ideas. That helps the PR team to pinpoint where to tell your stories and how to frame them so they are of most interest and help to your key targets.



Describe Opportunities and Obstacles

Help your PR team understand what trends are occurring in your market that may trigger more need for your company's products. Also, what objections are you getting from prospects and what other obstacles stand in the way of you selling more? If your PR team knows those trends and hurdles, they can help create media stories that help you capitalize on opportunities and overcome obstacles.

Think like an Editor/Reporter

People who run media companies (publishers, producers, editors) use the content they create (magazines, TV shows, Radio broadcasts, etc.) to attract an audience who may pay for that content (because it is unique and helpful) and who may be attractive prospects for advertisers (who pay to the media company to show their ads to those prospects). PR's job is to align the company's stories with the needs of the editor and their audience. When that happens the company will get more exposure more readily. What stories do you have to tell and which specific media outlets will benefit most from telling those stories? To help you with BD efforts, you need to help PR sell more media on your stories/projects.



Share your stories

Keep your eyes and ears open for stories about the unexpected, the extraordinary, the never-been-done-before, the overcame-huge-adversity, the gigantic savings, the record-breaking speed of delivery, the saved-the-client type of stories. Media isn't interested in "average" or "same old" stories because they don't attract and keep their audience (which is how they make money).

Help the PR team by providing four different types of extraordinary stories:



1. Project

Tell the PR team about project(s) which can you talk publicly about and that are unusual, unexpected or otherwise extraordinary in process or outcome in which your company played a leading role?

2. Product

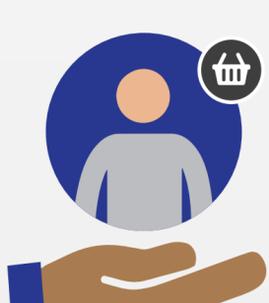
Tell the PR team about situations in which your product(s)/service(s) were used in an unusual, unexpected or extraordinary way with incredible, tangible, verifiable results. Provide the PR team with stories about how your product/service(s) were used or selected instead of a substitute/competitive product, why and with what results?

3. People

Share stories with the PR team about key people who are your colleagues, clients, prospects, or channel partners. What makes them unexpected, unique, extraordinary in who they are personally and professionally and, most important, provide stories/examples of how those people made a huge difference for others' lives and businesses.

4. Platform

A platform is a big picture theme that a company embraces as part of its mission. Apple's initial platform was to put a computer on every desktop. Later it was to help the world think different. Help the PR team to frame stories about the company's services, products/services and people in order to promote this platform.



Showcase Customers

Think of stories/topics that include the buyer/end user in the story. Consider sharing with the PR team stories about projects from the customers' perspective with a quote. You don't have to be lead or feature in the stories we tell. Tell the customer story. You will benefit just the same.

Connect with Content

Use content/PR stories and materials to get you in front of the right people, in meaningful business conversations. Content & PR is not a strategy of "put the story out there and hope the articles, set up meetings to discuss the content." Think how your stories/topics can get in front of the right people: perhaps, an association newsletter (do you know if the association you are a member of has one?), or maybe trade shows, speaking engagement at association events, etc. Use content/pr to open doors and to follow up. If you're not sure how to do this, ask the PR team to brainstorm with you.



Be Squeaky Wheels

If you want to get more than your fair share of content and PR support to help you sell more, you need to not only be responsive to the PR team when they contact you but you need to proactively reach out to them with ideas and opportunities.

Build Brand and Business Development

If your current PR firm isn't helping you learn how to more effectively use their services and how to "sales-enable" your content to build business development as well as brand outcomes, it might be time for a change. Email or call Creative Influence to learn how we deliver sales-enabled PR and content that builds reputation, relationships and revenue results.

Andrew Dietz

404.664.7484 | Andrew@creativeinfluence.io

Natalie Springfield

404.317.1150 | Natalie@creativeinfluence.io