

Bianchi PeRpectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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WORD NERD

Nay*ca*tion (noun) - a vacation away from pessimism; a period in which one refuses to let a negative atmosphere, attitude or person to dampen their positive outlook, enthusiasm and attitude.



Size matters, but bigger isn't always better.

In 2009, companies will be looking to invest their scarce marketing dollars with partners who can provide more value, without sacrificing strategic thinking, creativity and results.

While larger global PR and marcom firms may offer huge networks, a trophy case full of awards, large departments and fancy offices, these firms often come with high price tags. After all, someone has to pay for all these trappings. When every dollar counts, marketers can often find significant benefits - both in terms of cost savings and more attentive service - by working with smaller or mid-sized agencies.

If you or a colleague are looking for a firm that can make their marketing dollars work harder, consider a smaller agency that offers all of the same services as the big guys, but less of the bureaucracy and trappings that don't add value for you.

Smaller firms are used to working magic with smaller budgets. Their teams are often more focused and more efficient, and they often provide more senior staff attention than a client typically gets from a larger agency. Smaller firms typically have less overhead, so they can offer more competitive rates. And they often offer special expertise, deep knowledge and key contacts in a given segment, which can make your promotional dollar go even further. *(Perhaps that's why five of the 100 largest global auto suppliers work with our firm.)*

So when you're thinking about ways to get BIGGER results with a smaller budget, consider the smaller firm. For some tips on what to look for, [click here](#).

As we approach the holidays, on behalf of the entire Bianchi PR team, I'd like to wish you the BIGGEST of holiday seasons and a safe and prosperous New Year!

Jim Bianchi, APR
President



Data Driven: Targeting Media Relations

A recent survey of journalists showed two surprising results:

- Almost one-half of journalists surveyed felt that PR professionals are not familiar with the journalist's media outlet; and
- More than four out of 10 journalists surveyed felt that PR

Jingling Belles, Part II

On Saturday, Dec, 13, Team Bianchi ("The Bianchi Belles") will run in the annual Arthritis Foundation's Jingle Bell 5K Run/Walk in Bloomfield Hills. So far, the team of 10 has raised nearly \$800 in donations. To learn more about the event or to join us, [click here](#) to visit our team web page.

Congratulations ...

... to intellectual property law firm (and Bianchi PR client) [Brooks Kushman](#) for two recent honors: Mark Cantor, firm president, for being named one of *Crain's Detroit Business'* "Power Lawyers"; and shareholder John S. LeRoy for being honored an "Up & Coming Lawyer" by *Michigan Lawyers Weekly*.



Recent Results

Publicity and positioning have been recurring themes in our recent

pros do not understand which specific subjects the reporter covers.

What this means: Apparently, many PR pros are spending a great deal of time crafting the message, but are not spending the time to get to know their intended targets. So the message often goes to the wrong person, at the wrong time, at the wrong place. And the message fails to meet its potential.

To score solid coverage with journalists, it's crucial for PR pros - and their agencies - to sweat the details and do their homework when it comes to identifying the media outlets and the specific journalists they're going to target. It means going beyond the media directory, actually spending time with the media outlet (reading / watching / listening to it) and paying careful attention to each reporter's beat and interest areas.

It also means taking the time to get to know the key reporters at the key target media - or tapping the expertise of an agency that has these relationships ... and then honing your message or pitch individually to those journalists' individual needs.

Media relations is a time-intensive activity, but it can offer great results. Technology can help, but it's only part of the toolset. While e-mail is the preferred means of receiving news for most journalists, PR is still about relationships. So we need to mix in phone and face-to-face conversations to create and sustain those relationships.

➔ 7 Ways to Enhance Your Online Newsroom

In today's world, giving reporters quick access to information at all hours of the day is a must. Consider that:

- Nearly 100 percent of journalists surveyed said it was important for a company to have an online newsroom;
- Seven out of 10 journalists polled say they visit company Web sites often or very often; and
- Three out of four journalists queried said having access to an online newsroom 24/7 has had a major impact on how they work.

Below are a few tips to help make your newsroom a true working asset:

1. Make your newsroom easy for journalists to find and navigate - reporters are usually on a deadline and want to get information quickly.
2. Update, update, update. Be sure to keep the newsroom current and fresh with new entries to help guarantee constant traffic and repeat media visits.
3. Make sure to list media contacts' phone numbers and e-mail addresses so reporters can follow-up, if necessary.

efforts on behalf of several of our business-to-business clients. The Bianchi PR team was pleased to help:

PPG Automotive Coatings generate 222 news stories and more than 422 million media impressions in three days around its annual global automotive color show and color popularity study;

Market research specialist RDA Group meet individually with more than a dozen reporters representing media such as the *Wall Street Journal*, *Dow Jones*, *Bloomberg*, *Automotive News*, *Automotive Design & Production* and *Automotive Engineering International*;

Johnson Controls Automotive Experience spotlight its unique "Women in Cars" consumer research project with more than 70 news stories generating a quarter of a billion media impressions; and

Clean-tech innovator NxtGen Emission Controls build awareness, investment and marketplace acceptance through some 275 news stories in financial, business, automotive, heavy-duty truck, technology and online

General media inquiry e-mail addresses or general "contact us" forms don't cut it.

4. Post a corporate fact sheet which gives an accurate overview and perspective on the company in terms of size, revenues, employment, products / services, markets served, locations, etc. Reporters find facts and numbers like these essential to building their stories.
5. Include short biographies and a professional photo for your organization's top executives - list their backgrounds, specialties and achievements to help introduce them to media visitors.
6. Provide a sign-up button for RSS feeds so media (and customers) directly receive updates every time news is posted.
7. Add a feature to your Web site that collects data to see what pages / documents media visitors are viewing so you can see what they find most helpful.

Other considerations include:

- Have a company executive post a quarterly update or greeting online, as a way to directly interact with media visitors;
- Showcase recent media coverage that your company has received in key business or trade magazines, newspapers or other media outlets (after obtaining permission); and
- Populate a media portfolio with downloadable fact sheets, photos, graphics and charts in both high- and low-resolution formats.

By looking at your online newsroom as a working journalist would, you can make it easy-to-use, dynamic and thoughtful ... and a powerful tool that works for you 24/7. For a review of your online media room, please [contact us](#).



PR ROI: Impact on Sales

As few organizations use public relations by itself - that is, without other concurrent marketing communications activities, such as advertising, promotions, trade shows and online activities - it has been difficult to precisely measure the impact that PR has on a company's sales.

But with recent developments in marketing mix modeling, according to PRIME Research North America, companies are able to analyze content and track changes in communications and sales activity, market-to-market and week-by-week - ultimately allowing researchers to attribute sales activity to a particular communications tactic.

And the results can be intriguing. For example, the research firm reported that a consumer goods company saw the following returns on investment (ROI) on various activities:

media across North America.

- Advertising - \$1.20 on \$1.00 invested
- Trade marketing - \$2.00 on \$1.00 invested
- Price promotions - \$0.75 on \$1.00 invested
- PR - \$6.00 on \$1.00 invested.

Now, that's just one example. Not all companies will have the exact same ROI from PR. And, of course, PR should not be the sole promotional activity for any company. But this kind of research data (as well as anecdotal evidence) shows that PR typically offers a higher ROI relative to other marketing communication activities.

Of course, in the business-to-business (B2B) arena, sales cycles often take months or years versus days for consumer goods, so isolating and accurately measuring PR's impact on B2B sales may be even more difficult. Experience shows that B2B PR would offer an ROI of similar magnitude to that of consumer goods PR. And considering the more limited budgets and targeted audiences of the typical B2B marketplace versus the consumer marketplace, we might even expect B2B PR to offer an ROI of 10 to one or even higher.

The bottom line is: to drive sales cost-effectively, make sure to include PR in your marketing mix.

