

Bianchi PeRpectives

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

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WORD NERD

Ring*xi*ety (noun) - that uneasy feeling - triggered by the ring of a cell phone - everyone in a meeting gets as they simultaneously reach for their cell phones before a second embarrassing ring.

MUST-READ

For data on the value of marketing communications during an economic downturn,

A Year of POSITIVE Change

As we've entered 2009, we've been bombarded with dire forecasts, perilous predictions and news filled with doom and gloom. It almost makes you want to skip 2009 and move on immediately to 2010!

For several months, we've heard endless talk about seismic change. We've been told that change is good. But change is also scary. With the current economic environment, change is coming at unprecedented speed and intensity. We face a tidal wave, a tsunami, of change.

We can't change the fact that the tsunami is coming, but we can control how we respond. As I see it, there are three ways to respond to a tsunami:

- You can run away and hope to avoid it;
- You can batten down the hatches and hope the tsunami doesn't sweep you away; or
- You can grab your surfboard and go for the ride of your life!

Albert Einstein once said "In the middle of difficulty lies opportunity."

So as we face the difficulties ahead - in both our personal and business lives - let's remember to look for the opportunities. Let's make 2009 a year of POSITIVE change ... change that will allow us to ride the tidal wave to new places and future success.

Surf's up!

Jim Bianchi, APR
President



Doing the Deux - PR 2.0

Interest in incorporating "PR 2.0" into communication strategies continues to gain popularity as a way to directly connect with Web audiences and raise awareness about brands.

A blending of traditional PR tactics (press releases and media relations), with social media tools (Web sites, blogs, RSS

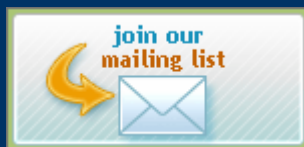
click [here](#) to see the article from *Go-To-Market Strategies*.

Recent Results

Bianchi PR recently helped several clients raise their visibility, reach and credibility in 2008. We were pleased to help:

Brooks Kushman, a leading intellectual property law firm, which received nearly a half billion media impressions in legal, business, technology and online media; and was recognized with several honors for its achievements in diversity, expertise and significant growth during its 25th anniversary year; and

Seton Company, a leading global supplier of high-quality leather for automotive interiors, which garnered nearly 150 million impressions about styling trends and material innovations among various automotive trade, consumer, business, print and online media.



feeds, podcasts, videos and multimedia), PR 2.0 aims to reach and better communicate with targeted audiences such as customers and journalists.

Social media tools are accessible to companies of all sizes ... but in the B2B community, figuring out how to best utilize these tools can be a bit tricky.

Although it might seem that most 2.0 tools are geared towards larger, consumer-driven companies, it's important to remember that all industries have their own influential **thought leaders** and "movers and shakers." It's important to know who's taking the lead when it comes to business sites and media blogs in your industry.

It's also helpful to conduct searches within different social networks to discover up-and-coming, influential personalities (whether it be company presidents or journalists) and, more importantly, to see what topics they're talking about. Furthermore, it can help if you try to become one of these influencers yourself by utilizing the PR 2.0 tools mentioned above.

One of the main objectives of PR 2.0 should be getting people involved. The goal is to get people **talking** - whether it be about your company or about your customers' or clients' companies. This talk can provide you with helpful information directly from the consumer that can help you help your customer or client improve their product or service.

By having an industry-focused blog, creating an interactive Web page or offering multimedia content, both consumers and media alike will view your company as a resource that can be relied on.

Bottom line:

Give your audience a reason to follow your PR 2.0 effort by making it as much about them as it is about your company.

→ 7 Ways B2B Can Use Twitter

Twitter, the free social networking and micro-blogging Web site that allows users to send and read other users' updates (called "tweets"), has quickly become a phenomenon in the PR and media world. The site itself has become a buzz word and companies want to be a part of it. The attention Twitter is receiving reflects how social media tools are letting consumers shape public discussion over brands.

But for many of us in the business-to-business (B2B) realm, the thought remains - *I don't get it.*

Taking a glance at Twitter, it's relatively easy to see how an individual can post what they're doing or keep track of friends. But how can a B2B company use Twitter to its benefit? Does it even make sense to try?

Best of Michigan Honors

Thanks for the vote of confidence! Bianchi PR was selected by the readers of Corp! Magazine as one of the "Best of Michigan Business" for 2009 and will be among companies honored at a special ceremony on Feb. 17 in Troy.

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Basically, Twitter is a tool that allows organizations and individuals to talk directly and swiftly. Similar to a blog but faster, Twitter's 140-character limit forces users to get right to the point, and since our world is moving quicker all the time, Twitter delivers the speed that the new media crowd requires. Companies can use the site to keep track of what's said about their brands by searching user comments and can address issues and offer updates by posting its own tweets.

Here are seven ways that Twitter might work for your company:

1. **Create Awareness** - companies are using Twitter to provide public information. The site can help steer followers to a CEO's remarks or a company blog and provides a way to disseminate news immediately since updates are posted in real time to users who are specifically interested in your company.
2. **Generate Media Opportunities** - many journalists are using Twitter to find sources for stories and will post what they're currently working on. By following journalists, you can find ways to position your company or clients to become possible sources for them. In this 24/7 news environment, the faster your news can move, the better.
3. **Feedback** - companies can review updates from users who are following them to see what kind of comments they have or to view any possible criticism or questions. This information can be used to get a feel for public perception.
4. **Promotional Campaigns** - Twitter allows users to post video and image links and can be instantly updated. Companies can encourage users to follow them on Twitter in order to receive exclusive information and news directly.
5. **Enhance Your Company's Impact at Events** - users can post on-site updates and insights via Twitter updates from conferences or trade shows. You can also engage in conversations with fellow attendees who tweet.
6. **Learn About Breaking News and Monitor Your Industry** - Twitter is a great place to follow news in related markets and industries. Users can follow top influencers to find out what they're experiencing and what activities they're taking part in to help gain new insights and trends.
7. **Manage Your Rep** - companies that keep their Twitter accounts constantly updated are actively sending messages out to the public and engaging customers.

If you haven't already checked out Twitter, take a few minutes to explore it (www.twitter.com). And for more thoughts on how you might use Twitter in a B2B setting, contact Leslie Dagg at 248-269-1122 or ldagg@bianchipr.com.

→ Data Driven: Reaching Journalists Through New Media

New media and social media are rapidly being embraced by journalists - both consumer and trade reporters alike, according to a preliminary look at recent survey results shared at the Society for New Communications Research Symposium.

Among the more noteworthy preliminary findings:

- 100 percent of journalists aged 18-29 ("new journalists") and 40 percent of journalists aged 50-64 ("veteran journalists") believe **new media** and communications tools are enhancing journalism;
- 87 percent of new journalists and 60 percent of veterans believe **bloggers** have become important opinion shapers;
- 68 percent of all journalists surveyed use **blogs** to keep up on issues or topics of interest; and
- 48 percent of all respondents use **LinkedIn** and 45 percent use **Facebook** to assist them in reporting.

(Final results of the study are expected later this spring.)

What this means to you: Journalists, both young and old, are turning to new and social media to do their jobs more effectively. So, the marketing and communications professionals who embrace the new ways to reach journalists, to collaborate with them and to strengthen their relationships with them, will ultimately be more successful.

For advice on using new and social media to enhance your media relations efforts, call us at 248-269-1122 or e-mail us at bianchipr@bianchipr.com.

