

Bianchi PeRspEctives

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

VOLUME 11 - SEPTEMBER 2009

WORD NERD

Media Twitch *n.* - A pitch made to media via Twitter. For more on media twitching, including ethics and examples, check out this [Fast Company blog](#).

Latest Bianchi Biz Blog Post

"Social Media - What is Business Afraid of?"

Visit the [Bianchi Biz Blog](#)

Recent Results

We were pleased to help [Johnson Controls](#) garner more than **116 million impressions** surrounding its Detroit Conservation Leadership Corps summer jobs program. The unique community program employed 110 Detroit high school students, promoting environmental stewardship and providing job readiness training.

Client Kudos

Congratulations to [NxtGen Emission Controls Inc](#) for being named a finalist for the "Emerging Technology Company of the Year" award by [Automation Alley](#). Read more [here](#).

Pro-bono Efforts

PR and Experts

What is an expert? According to [Wikipedia](#), an expert is a person with extensive knowledge or ability in a particular area of study.

Scientist Niels Bohr said an expert is a person who has made all the mistakes that can be made in a very narrow field.

But my favorite working definition of an expert came years ago from my Uncle Len, an aerospace engineer that a leading newspaper referred to as an expert.

"Apparently, an expert," he told me, "is someone who says something quotable and is from out of town."

In the world of marketing communications, experts can help you differentiate your company and help you obtain thought leadership in your area - if you position them correctly.

So what follows is our "expert" view on positioning experts. Let us know if this sparks any questions.

Jim Bianchi, APR

President

→ The Importance of Being the Go-to Expert

We often talk about how we help clients gain the **share of mind** that leads to **share of market**.

This statement accurately describes our overall goal for most clients, but how does one gain this share of mind or, more importantly, share of market? While the particulars vary based on a given company's needs, often we're working to promote a company expert or expertise to demonstrate specialty, capability or segment leadership.

To cite another of our favorite quotes: *"it takes at least 18 months to become an overnight sensation."* In other words, earning the mantle of an expert source on a particular topic takes time and commitment. Yes, we said "earning."

So how can you begin promoting your expertise? Below are seven tips that will help get you started ... and, as always, if you have

The [Capuchin Soup Kitchen](#) of Detroit is hosting its annual fundraiser Support Our Capuchin Kitchen ([SOCK](#)) and "Second Helping" afterglow event featuring "That 80's Band" Fri., Oct. 9, 2009. To purchase tickets or learn more, visit: www.secondhelping.org.

The [National Defense Industrial Association](#) (NDIA) - Michigan Chapter will be hosting its 3rd annual Fall Business Event Sept. 14 - 16 at the Troy Marriott Hotel. The event will provide an introduction to defense and government contracting for companies looking to break into this industry segment. To register, or for more information, visit: www.ndia-mich.org.

PR / Social Media Resources

[Click here](#) to view / download PR and social media tipsheets.

Past Issues

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- **Get Out There!** Network, join industry groups in both the real and virtual world (LinkedIn), open a Twitter account, keep active and updated profiles.
- **Get Ranked ...** Utilize publication listings to highlight your expertise. Numerous media outlets have lists that are published throughout the year that provide opportunities to promote you, your company or product/service.
- **... And Awarded.** Pursue "Best of ..." awards and other industry-specific honors and nominations. These opportunities not only provide you initial exposure from the publication / organization, but follow-up media relations efforts can help to extend the reach and increase your relevance as an expert.
- **Write.** Pitch and write by-line articles for industry-leading publications. While a bit more time consuming, expert articles are a great way to gain recognition for your expertise.
- **Speak.** Speaking engagements at select industry conferences, events and / or trade shows not only demonstrates your expertise, but also highlights your credibility as an expert source.
- **Engage.** Start a blog about your area of expertise and invite other experts to join / comment. Start a dialogue and engage others via a LinkedIn Group or on your company website. If you have a particular "hot" topic, consider hosting a webinar.
- **Build Relationships.** Understand (or learn) what media cover your target audience and how they prefer to be contacted. A great way to introduce yourself / begin a relationship is over a no-pressure networking lunch or coffee.

For more tips on how to **identify experts** and how experts should engage with media, [click here](#).



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