



THE DEFINITIVE GUIDE TO ANALYST RELATIONS

and the factors to ensure its success.





Table of Contents

Chapter 1 – Analyst Relations (AR): what’s in it for me?

Chapter 2 – When is the right time to start AR?

Chapter 3 – AR as a strategic communications function

Chapter 4 – EC-PR’s approach to AR

Chapter 5 – Why a PR-centric approach to AR does not generate results

Chapter 6 – Some Dos & Don'ts

Chapter 7 – But where do I begin?

Chapter 8 – Your AR foundations

Chapter 9 – AR programme in action

Chapter 10 – What does success look like?



Analyst Relations – what's in it for me?

Industry analysts are one of the most important groups of influencers in the technology industry, with a significant impact on technology procurement, corporate reputations and media coverage.

It is suggested that between 40 to 60 percent of IT buying decisions are influenced by analysts.

Analysts also often define new industry trends and have well-established relationships with the media.

By building mutually beneficial long-term relationships with industry analysts, tech vendors can:

1. Drive public advocacy and third-party endorsement that increases a company's credibility and strengthens its reputation.
2. Gather invaluable market insights from analysts' deep expertise in their specific segment of the market.
3. Gain new business leads as a result of mentions in research reports or through analysts' advisory work.





When is the right time to start building Analyst Relations (AR)?

Analysts are interested in large and mature corporations, and small, fresh entrants to the market alike. They are on the lookout for new, emerging stars and want to keep their finger on the pulse of their market segment. In that sense, there is no specific time in a company's growth trajectory that would be ideal for initiating an AR programme.

If you are in it to win it, the time to start is now.





AR as a strategic communications function

A strong AR function requires a dedicated, strategic and sustained effort managed by AR professionals who have the required tools, know-how and access to executives.

As a strategic communications function, AR needs to be closely aligned with corporate communications, PR and marketing to ensure analysts receive the right information (with an appropriate level of detail) at the right time and through appropriate channels.





EC-PR's approach to AR

At EC-PR, we have a strong track record of working either as an extended part of your AR team, or a fully outsourced AR function that works closely with your communications or marketing leads.

We can own parts of your AR programme, support a specific AR activity, or drive a full annual AR programme. Regardless of the set-up, we take full ownership of the outcomes and dedicate senior AR resource to attend to your requirements.

Our team has deep expertise in delivering AR programmes for tech companies of all sizes, and strong relationships with all the major analyst firms, such as Gartner, Forrester, Omdia, 451 Research, IDC, Frost & Sullivan, and others.

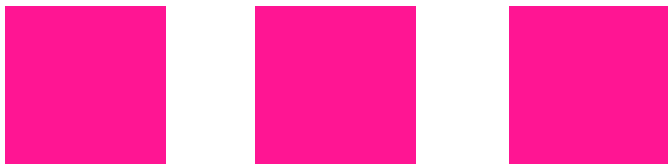


Why a PR-centric approach to AR does not generate results

The misconception that analysts are just a more 'corporate' version of journalists and can be 'covered' by PR is still quite common in the industry.

Too often analyst activities get tagged onto PR outreach, or analysts receive the same type of information at the same time as the media.

This approach does not take into account the very different nature of analyst work, their timelines and research cycles, and consequently reduces the potential for successful relationship building.





Some Dos & Don'ts

Do consider pre-briefing analysts on major company announcements.



Don't set up a briefing without allowing at least 15 minutes for Q&A.



Do provide detailed briefing notes to your executives, include relevant research, background and a summary of an analyst's opinion on trends relevant to your business.



Don't forget to provide follow-up information after an analyst briefing.



Do provide a company update to your key analysts at least on a quarterly basis.



Don't squeeze analyst briefings into your press day if there isn't sufficient time for an in-depth conversation.



But where do I begin?

If your organisation is new to AR, it is worth putting in place some foundations to ensure any future activities will generate maximum impact.

Before beginning your external outreach, it is important to bring on board your stakeholders, provide training where needed and align internal expectations.



Your AR foundations may include:



AR training for spokespeople: Your company spokespeople need to interact with analysts in a way that generates value both for your company and the analyst. An AR training will bring your executives up to speed with analysts' ways of working and enable them to forge long-term partnerships with analysts.



Securing regular access to executive time and strategic information: Your AR programme needs to communicate in-depth information about your products, go-to market strategies and future road-map. Securing executive time and access to relevant information will ensure that analyst interactions become insightful strategic discussions.



AR audit: An in-depth survey of your key analysts on their perceptions of your organisation, your products, market performance, competitive advantage and the industry at large can inform your future AR strategy and plan of activities as well as provide a reference point when measuring the impact of your AR programme.



AR programme in action

An AR programme seeks to raise awareness and influence analysts' perceptions of your business and its portfolio. This is a long-term endeavour that normally includes a number of different activities. There is no golden rule, as usual, but best practice shows that a quarterly programme of activities does meet the expectations of most industry analysts. A typical quarterly AR programme can include:

Quarterly briefings: A roster of 3-4 key analyst firms receives a dedicated strategic quarterly update on the business as a whole or one of its divisions.

Quarterly analyst newsletter: A summary of updates relevant to the analyst community.

Ad hoc briefings: To support new product launches, changes in business model, or other major announcements.

Quarterly analyst webinar: Designed to keep all analysts covering your market up-to-date on a quarterly basis.

Bespoke activities: Analyst 'buddy' programmes, Analyst days etc.



Note: Analyst briefings are not to be confused with **inquiries** (a paid service) that deliver strategic and personalised advice from an analyst based on a submitted question about published research. It is recommended to build inquiries into your AR programme to gain maximum value from your analyst relationships.



What does success look like?

Be it a certain number of interactions with your key analysts, number of mentions in relevant research reports, or number of quotes in the media, do make sure to measure your AR objectives.

Success might also be qualitative, in the form of expert insights gained during analyst briefings that perhaps sparked a new idea.

At EC-PR, we strongly recommend conducting an annual analyst audit that uses a combination of quantitative and qualitative criteria to monitor changes in analyst sentiment and demonstrate the value of your AR efforts.





Contact us

At EC-PR we are passionate about B2B communication. We believe your work is amazing and we want to help you tell the world how extraordinary it is.

CALL US TODAY: 0203 740 60 80

Head Office:

13 The Causeway
Teddington
TW11 0JR

info@ec-pr.com

www.ec-pr.com

