

HOW WE GUARANTEE YOUR PR RESULTS

TURBO CHARGE YOUR PR



Most CMOs will be familiar with PR output – news releases, articles, media relations and so forth - but many may be surprised that a PR company would be driving the communication strategy.

We've found that the absence of a working communication strategy hampers a client's ability to achieve their business goals, whilst its presence accelerates it.

This is because a **communication strategy puts your customer at the heart of everything you say, do and develop**. It ensures your leadership, internal teams and external communications are focused and aligned, saying the right things to the right people, at the right time in the customer journey.

THREE PHASE APPROACH:

Every business is on a different journey. Our approach is modular, so you only pay for what you need, delivered in **three phases**:

1

Messaging Lab -
we develop your
communication
strategy

2

The Forge -
we shape your
campaign plan

3

The Beehive -
we deliver your
PR objectives

THE MESSAGING LAB

Communication strategy






Your communication strategy sits just below the business strategy – it distils your existing sales and marketing knowledge, insight and expertise ensuring alignment consistency across the business. We help you to develop your communication strategy in our Messaging Lab.

“ As a business, we better understand who we are targeting and how to engage them more effectively. The impact of this is that our extraordinary growth has been enabled in a more coherent way. ”

The tangible outcome of the **Messaging Lab** is a fully-validated communication strategy which is aligned to your sales requirements. This equips and enables your people to engage your target personas in a consistent and compelling way, rooted in fact and endorsed by your customer base.

Inspired by the works of marketing guru *J. Michael Gospe Jr*, our Messaging Lab comprises a series of structured workshops and consultancy engagements that deliver actionable insights comprising:

-  **MESSAGING LAB1**
- Value proposition and target personas
-  **MESSAGING LAB2**
- Positioning statements and messaging
-  **VALIDATION**
- stakeholder endorsement

Messaging Lab1

In this workshop we focus on developing and evidencing your value proposition, segmentation priorities and target personas.

This process hones your understanding of potential target segments in order to decide which ones to proactively address. It ensures we know who we are engaging with and why; better targeting reduces waste and promotes marketing/sales collaboration.



WHO THEY ARE
Identify a target segment

- Focus on responsibilities
- What problems are they experiencing?
- What goals, objectives do they share?

WHERE THEY WORK
New prospects or current customers?

- Classify the segment along dimensions of relevance
- Enterprises or small businesses?
- How much business do they provide you?

WHY THEY ARE A GOOD TARGET?
Add psychologies to the mix

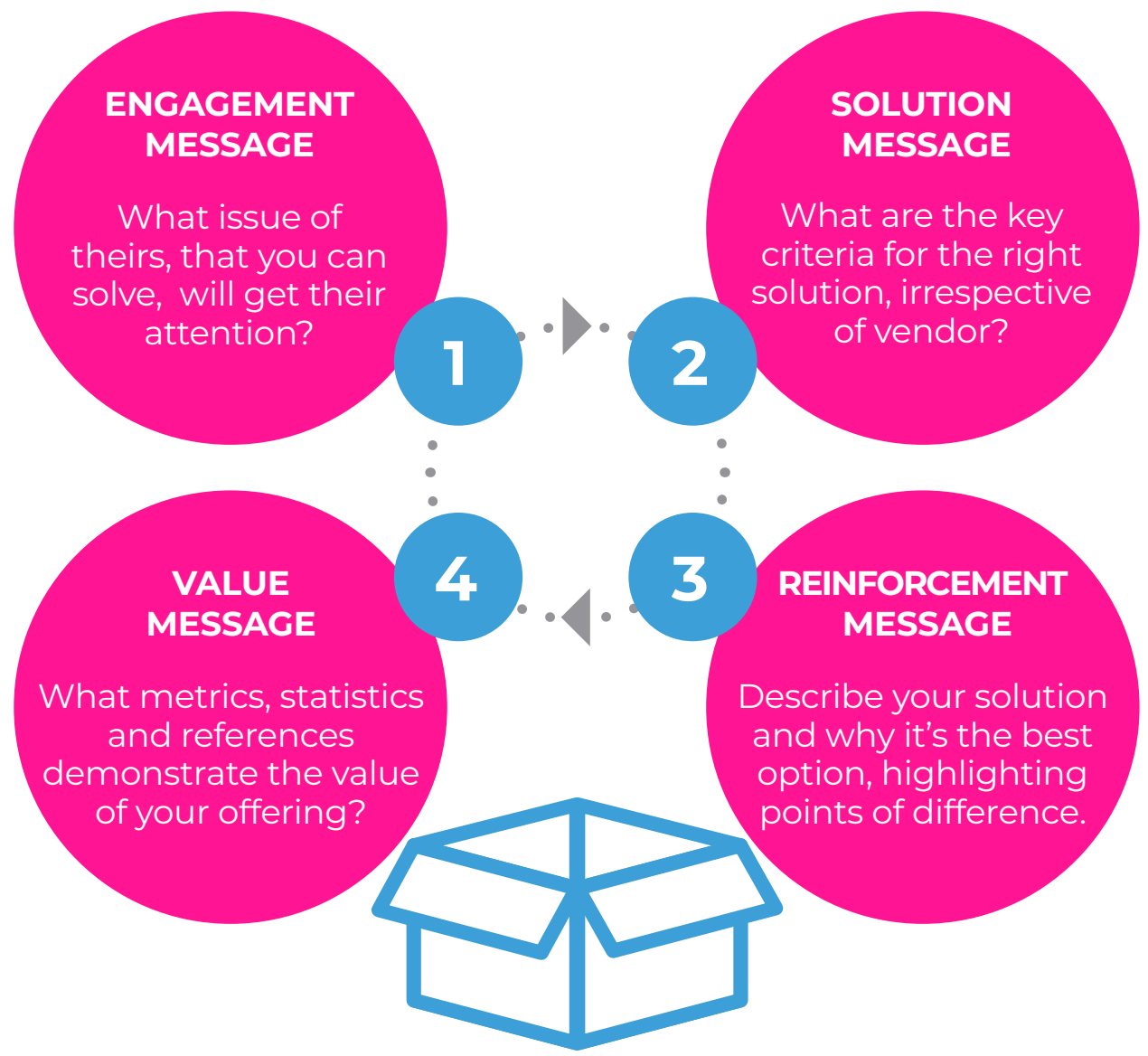
- Are they early adopters, part of the majority, or market laggards?
- Are they pre-disposed to our type of solutions?
- Do they need to be educated?

Messaging Lab2



In this workshop we concentrate on forming and refining your positioning statements and messaging for each stage of the buying cycle, for each target persona.

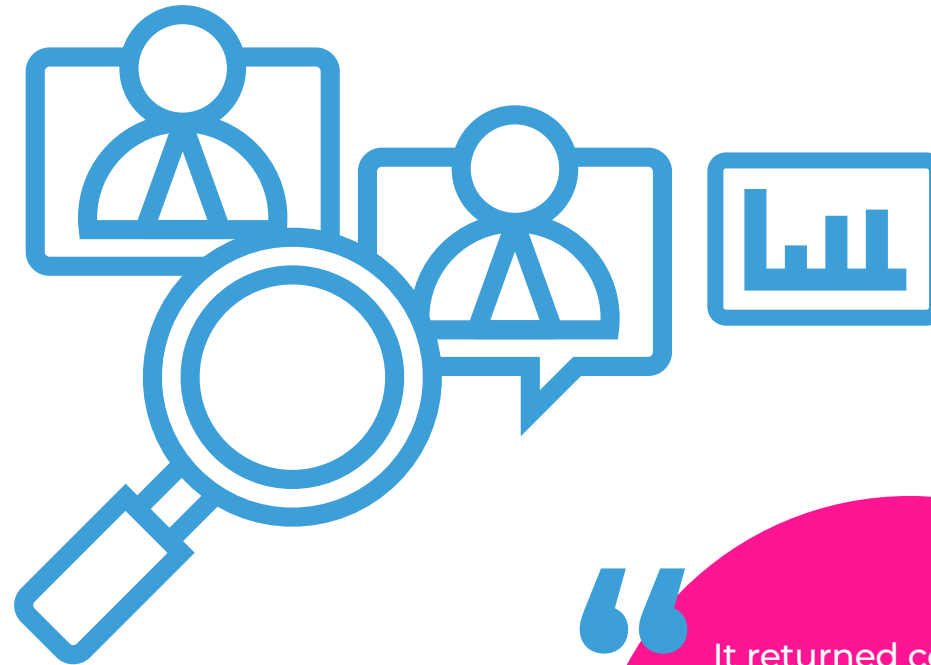
This helps you to save time and money by providing focus and specificity. Rigour protects your reputation against false or loose claims and elevates the communication so that it is both compelling and evidence based.



Validation



We conduct research with external stakeholders to ensure your communication strategy is aligned to your customers' perceptions. Peer feedback is considered and on-boarded or actively rejected. Several iterations of the communication strategy may follow to ensure the strategy fits and resonates both with external stakeholders, as well as sales and marketing stakeholders.



“ It returned control and authority to the marketing team. We feel a greater sense of brand ownership. As a marketing team, we are better aligned and empowered. The customer validation carried out by EC-PR was the most valuable piece of work we did this year.

THE FORGE

Campaign Planning

2

Once you have your strategy, we need to activate it by introducing it to the wider team, embedding it amongst stakeholders and making sure all available brand assets are updated and aligned. We achieve this in The Forge.



There are six key tools in The Forge, which can be selected according to individual needs:

- 1. Messaging Immersion** – this is a workshop that ensures internal stakeholders understand and buy-in to the new comms strategy by demonstrating how it will make their jobs easier/better/more productive.
- 2. Brand Asset Evaluation** – this is an audit of all Marcomms materials to make sure all the tools required to communicate with your target personas are updated or created and fully aligned.
- 3. Messaging Matrix** – this ensure that your Personas have collateral serving appropriate messages at each stage of the buying cycle.
- 4. Collaborate to design** individual campaigns to achieve specific business objectives amongst target personas such as cross-sell, upsell, customer acquisition etc.
- 5. Anvil Report** - PESO modelling delivers integrated marcomms, extends reach and optimises investment. This helps to determine internal marketing team and external agency campaign deliverables. We work together to produce the best PESO delivery model for your needs.
- 6. Media Training** - Tailored media training ensures your spokespeople are equipped to engage effectively with the media and conduct themselves with confidence.

BEEHIVE

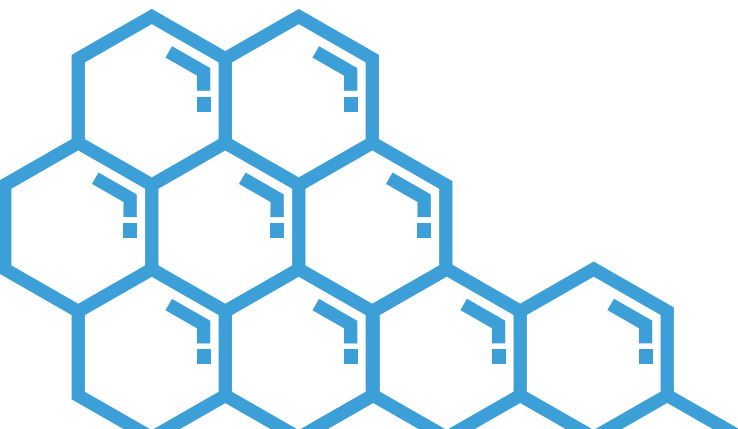
PR Delivery

3



...and to complete the package here's a summary of our PR delivery process:

In this phase we focus on driving brand awareness and thought leadership in line with your communication strategy requirements. The Beehive is all about **creativity and delivery, intelligently and proactively showcasing the excellence** which resides in the heart of your business. The programme may comprise:



1. Brilliant Ideas Bank – we create an engaging, on-strategy content calendar, ideas for thought leadership, white papers, comment & insights

2. Media relations – we build relationships on your behalf to identify, develop and place your stories.

3. Event support – we deliver a structured package of activities to make your 2-day event last six months.

4. Technical authorship – our writing is second to none. We will develop, place, interview experts, draft and gain approvals as part of the deal.

5. Press interviews – we develop, secure, brief experts, facilitate and follow up opportunities.

6. All editorial writing – whether it's releases, features, white papers, blogs or ad hoc content, we've got it covered.

7. Project management – meetings, admin, monthly ROI reporting. We're methodical and love a good project report!

8. Evaluation – in order to improve campaign design and performance.

“ The PR outreach has been exceptional and has delivered everything we've asked of it. Our voice leads the media we have targeted; our authority is now established, and our share of voice is in the ascendency. ”

EC-PR in a nutshell



We deliver certainty through a proven phased approach designed to inspire and engage your target audience. Underpinned by a performance guarantee, we help build your brand and sales pipeline.



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