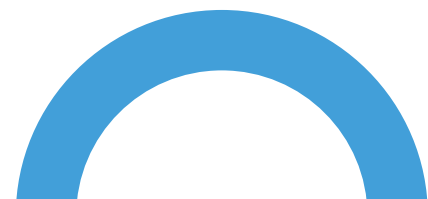




# HOW TO SUPERCHARGE YOUR BUSINESS WITH INTEGRATED PR & MARKETING

THREE STEPS TO SUCCESS FOR 2022



## Introduction

It's no secret that the fields of public relations and marketing have evolved significantly – and that there's a pressing need for the once separate departments to work together. From content development and social channels to pay-for-play and earned media, the line between PR and marketing is fast converging and the path forward is anything but clear.

But in the midst of complexity, there's good news to be had. Integrating marketing and PR activities means you can reach potential customers on every platform, and every point in their buying journey, with cohesive and relevant messages. What's more, integration has forced campaigns to become ROI-driven from start to finish. Encompassing everything from an FT article to YouTube views, an integrated approach calls for a consistent, holistic approach to measurement – helping teams clearly illustrate the value of their campaigns.

So integrated will be the watchword in the year ahead. But how do teams get there?



## Ensuring a **seamless** approach

There's plenty of information out there about the value of integrated marketing and PR campaigns. But little guidance on how to get started. So, it's no wonder that teams are often left confused about how to build a collaborative relationship. We think there are three key areas to get right:

### 1. **Setting objectives**

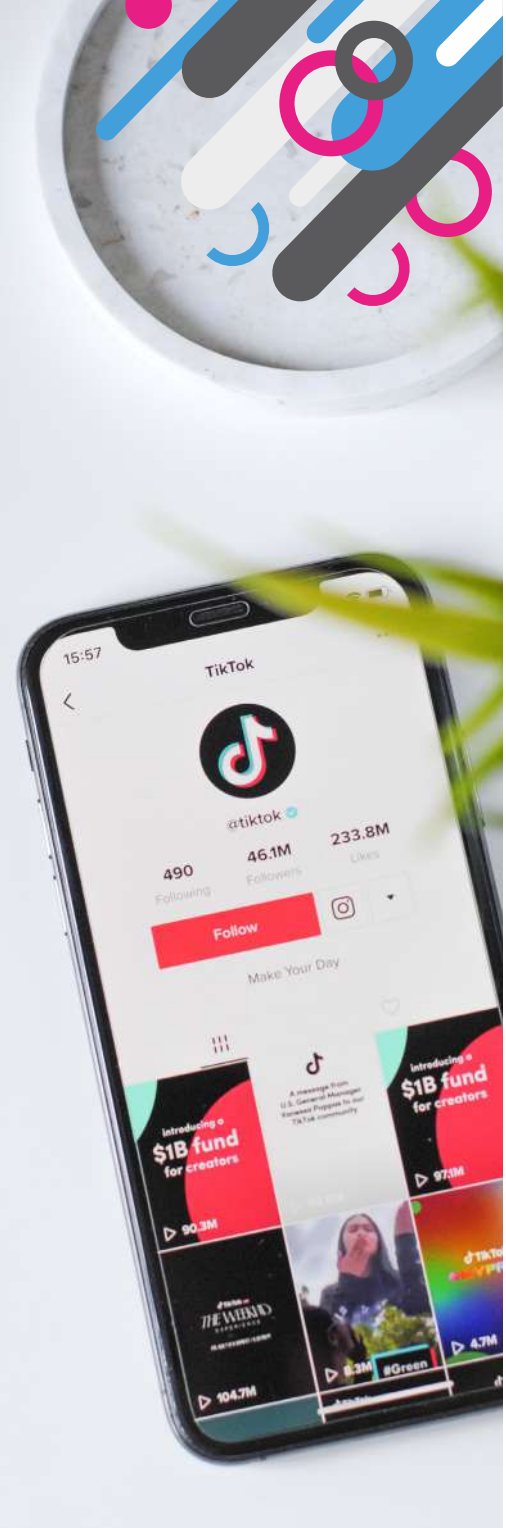
It's time to get serious about objective setting. While your objectives for marketing (the process of targeting customers directly) and PR (building a brand's reputation amongst all its stakeholders) might be different, they should undoubtedly be linked.

So set objectives which support each other's goals, and importantly, link them back to the business challenge you're trying to address – whether that's getting new client acquisition, boosting existing client relationships, or even tackling reputational issues.



## How this works in practice:

MARKETING OBJECTIVE	PR OBJECTIVE
Increase lead quality.	Ensure the right people know about your brand, at the right point in the sales cycle.
Shorten the sales cycle.	Make sure important information is proactively targeted at prospect customers, so their knowledge is already good when sales teams engage with them.
Reduce percentage of lost deals/sales.	Help businesses understand (and be a part of) what's happening in the wider world, so they can better address prospects' most important issues.
Increase customer lifetime value.	Showcase the ongoing work you do with clients, demonstrating you have a long-term relationship with customers.
Improve awareness and demand around new products.	Establish or build your profile in your category – showing what you do and why it's important.
Increase positive product reviews.	Ensure that the right people get to review what you do, at the right time – and that they have the best possible experience.
Increase brand authority.	Make your company and spokespeople synonymous with important industry issues.



## 2. Build cohesive messaging and tactics

It's crucial to ensure your integrated strategy has a strong foundation of clear, cohesive messaging which is tailored specifically to what your potential customer wants to know at every stage of their purchasing journey.

Once you have your goals and messaging aligned, it's time to plan actionable measures to reach your goals. PR often uses press releases, social media content, events, blogs, and curated content as media opportunities to place their brands in front of consumers. These tactics help establish the brand as an industry expert and paints it in a positive light.

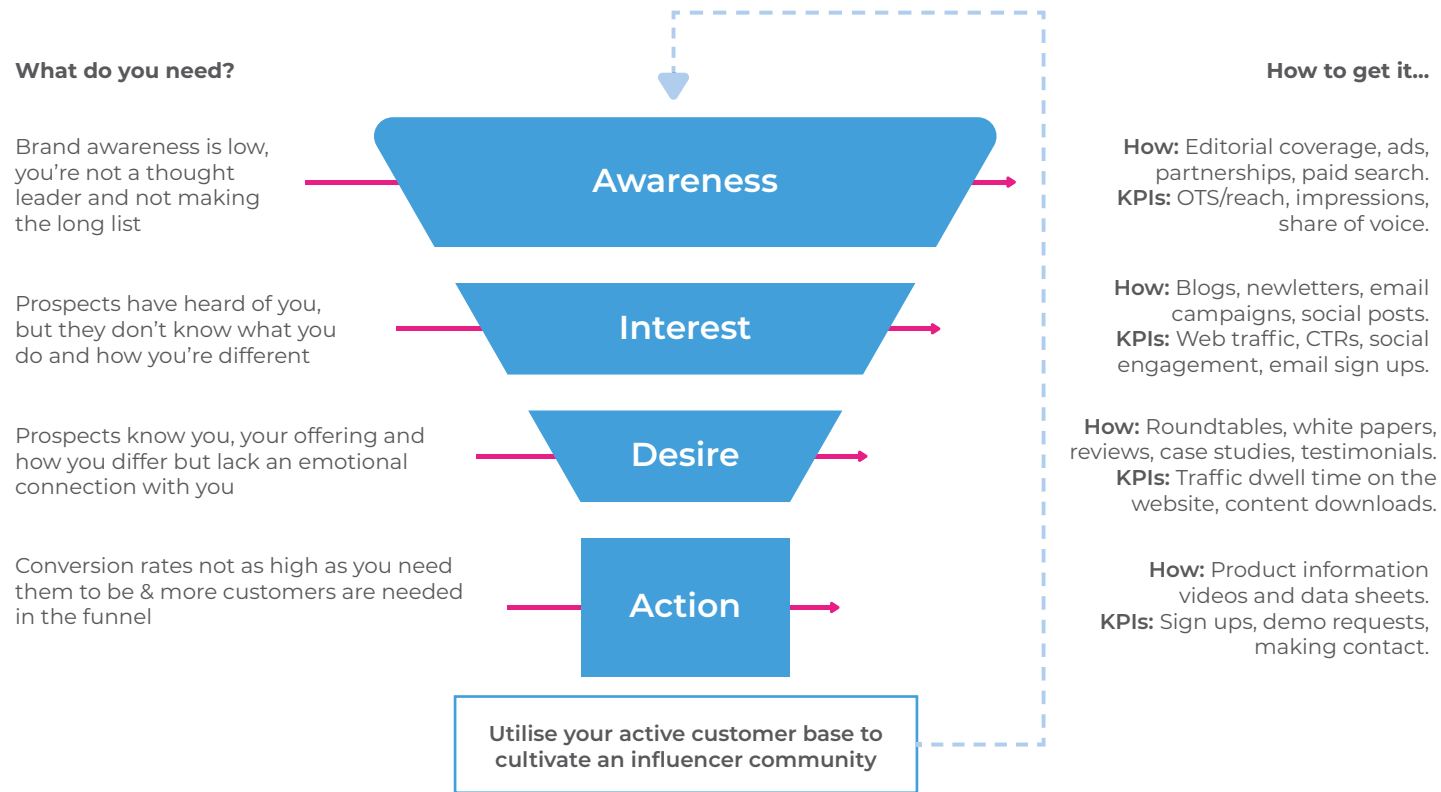
Repurposing marketing content into potential PR content, like borrowing brochure copy for a featured article, can also increase exposure for your brand and establish the company as a thought leader.

Social media is crucial too in helping audiences engage with branded content. And tactics like influencer marketing can help both PR and marketing teams develop and maintain relationships with brand advocates who can reach an audience in an authentic, unique way.



# Timing is everything

But of course - timing is everything. Here's how you can align both your messages and your tactics to your buyer journey from the awareness stage (where they might just need to know your product exists) to action (helping them make the decision to sign on the dotted line).



### 3. Prioritise holistic measurement

Your cohesive plan must be held to specific metrics and measured against those specific (and holistic) objectives that were outlined at the start of your campaign. This is how you can define success, learn where to make adjustments, and more effectively target your audience. It's not about measuring everything but measuring the right things.

You must determine how you define success regarding your goals, figure out which key performance indicators matter most, and continue evaluating your tactics throughout the process, from beginning to end.

We suggest starting with metrics like traffic on your brand's website, number of shares or new followers on social media after an influencer collaboration, or amount of contributed content pieces that were featured in a specific timeframe, among others.



## Establishing your brand

So, establishing your brand as a reliable voice in the industry, building credibility and boosting sales is more effective when you integrate your public relations and marketing strategies. Cohesive messaging, thoughtful tactics, and keeping track of results can help you reach a wider audience, get a higher return on investment, and achieve success.

Indeed, we believe that an integrated PR and marketing strategy is no longer an option, but a requirement for those who want to stay competitive in the marketplace over the year ahead.

Still not sure where to start? We can help. EC-PR has been running an integrated approach to marketing and comms for more than a decade. Give us a call - we've got you covered.







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