



# The lean B2B tech PR playbook



## Introduction

Let's be real – as an ambitious marketing leader, you're juggling big growth targets with a budget that isn't growing nearly as fast and resources that are stretched thinner each year. Maybe you've even wondered if PR should make the cut for 2025.

This playbook cuts through the fluff to show you how lean PR can deliver serious results without breaking the bank. We'll walk through practical ways to make your content work harder, your message travel further, and your budget stretch wider.

Think of this as your practical guide to doing PR that actually moves the needle for your business. No fancy theory, just tried and tested approaches that work in the real world.

Each chapter (written by a different member of our team) explores a crucial element of lean PR: from establishing a strong foundation and leveraging strategic shortcuts to measuring impact and future-proofing your strategy. By integrating these principles, you'll transform marketing from a cost centre into a strategic driver of business growth.

*Lorraine*



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# Foundations of lean B2B tech PR

Here's a common headache - you're being asked to increase market visibility, but your team's bandwidth is already maxed out. Sound familiar?

To thrive, you need to build relationships with your audience so they 'like, know, and trust you', maximise your limited resources, and deliver measurable ROI that validates your strategy.

Let's talk about how lean PR helps solve this.



## Actionable insights



The following insights act as a checklist to ensure you have the solid foundations in place to take advantage of lean PR.

- Agile methodology:** Plan in sprints, review quarterly, and adjust based on real data to maintain momentum.
- Maximise content ROI:** Repurpose a single story into various formats to reach multiple audiences effectively.
- Tailor content by media type:** Customise your approach for trade, business, regional, and international media.
- Measure impact:** Link PR activities to outcomes like sales growth and market positioning.
- Align with stakeholders:** Address specific needs of journalists, analysts, business leaders, and decision-makers.
- Stay agile:** Use data-driven insights to refine strategies and respond to market changes.

By focusing on precision and resourcefulness, lean PR transforms limited marketing budgets into measurable success.

To learn more about the foundations, including understanding your media landscape, stakeholder motivations and lean PR principles, keep reading.



## Understanding your media landscape

Digital transformation has reshaped PR. Media outlets now demand tailored content:

- **Trade media** prioritise technical depth, exclusive insights, and expert commentary.
- **Business press** favour statistic-led growth stories and commercial narratives.
- **Regional media** focus on local economic and community impacts.
- **International outlets** seek evidence of market expansion and leadership.

Each sector has unique deadlines and content preferences, requiring a customised approach.

## Stakeholder motivations

Effective PR aligns with stakeholder needs:

- **Journalists** require unique, data-driven stories with tangible value.
- **Analysts** look for trends and technical insights.
- **Technical decision-makers** need precise, detailed messaging.
- **Business leaders** expect commercial results and clear benefits.

## Lean PR principles

Lean PR drives the growth targets you're accountable for by focusing on:

- **Value-driven communication:** Tailor content to support clear goals and audience needs.
- **Resource optimisation:** Repurpose content across formats to amplify impact without additional cost.
- **Measurable outcomes:** Link PR efforts to tangible results like increased sales or stronger market positioning.
- **Agile methodology:** Plan in sprints, review quarterly, and adjust based on real data to maintain momentum.

### What's next?

In the following chapters, we explore practical tools for lean PR, including strategic shortcuts, relationship-building techniques, and measurement methods to optimise results and future-proof your strategy.

We all know the drill – you're under pressure to deliver more impact, but your budget isn't getting any bigger.



## Actionable insights

How many of the elements below form part of your methodology today?



- Focus on owned media:** Build a strong narrative across platforms you control.
- Repurpose content:** Maximise the reach of cornerstone materials through multi-channel distribution.
- Use automation tools:** Streamline repetitive tasks while maintaining your brand voice.
- Invest in evergreen content:** Create reusable, long-lasting assets to sustain engagement.
- Prioritise LinkedIn:** Optimise for professional networking and decision-maker engagement.
- Strengthen media relationships:** Build credibility by targeting key journalists with tailored pitches.
- Leverage testimonials:** Use client success stories to enhance trust and authority.
- Target key events:** Focus on a few high-value speaking opportunities annually.
- Streamline awards submissions:** Showcase credibility through targeted recognition.

If you haven't got these elements covered yet or want to learn more, read on to discover our proven shortcuts for creating measurable impact without burning through resources or **jump to Chapter 3: Money saving moves that will cost you more.**

Keep reading to find out how to work smarter, not harder:



## Key strategies for efficient PR

**Owned media channels:** Focus on creating a strong foundation with clear, consistent messaging across your website, blogs, and newsletters. These channels let you control the narrative and engage your audience effectively.

**Content repurposing:** Use a waterfall strategy to extend the life of cornerstone content (e.g., eBooks, white papers). Repurpose these into press releases, blogs, social media posts, and more to maximise their reach and impact.

**Leverage automation:** Tools like ChatGPT and Claude can enhance efficiency by supporting content repurposing. Maintain authenticity by ensuring AI complements your unique voice and strategy.

**Evergreen content:** Develop content that remains relevant over time, such as industry insights, FAQs, and educational resources. This builds authority and trust while saving resources.

**Social media optimisation:** Prioritise platforms like LinkedIn, focusing on senior decision-makers. Use content strategies to showcase expertise and thought leadership and adapt to trends like short-form videos.

**Relationship-building with journalists:** Focus on key outlets relevant to your audience to build targeted media relationships. Pitch distinctive, newsworthy stories to foster credibility and enhance visibility.

**User-generated content:** Encourage clients to share case studies and testimonials. Authentic narratives increase trust, build credibility, and provide proof of your solution's effectiveness.

**High-impact speaking opportunities:** Target 3–4 key events annually where your decision-makers can connect with relevant audiences, maximising efficiency and influence.

**Awards programmes:** Focus on industry-relevant awards. Use streamlined submissions to showcase achievements and reinforce your brand as a leader.



**The real trick?** Don't spread yourself thin. Focus on what moves the needle for your business. Target the activities that will help you demonstrate clear value to leadership.

# Money saving moves that will cost you more



## Actionable insights



We've all been tempted by quick fixes. But below are some of the things you cannot compromise on. How many can you confidently say you do well?

- Trust management:** Maintain proactive reputation management to safeguard trust and credibility.
- Strategic alignment:** Develop and align your communication strategy to guide consistent messaging.
- Media relations:** Personalise pitches to build strong media relationships and avoid spam folders.
- Digital balance:** Balance automation with genuine relationship-building efforts.
- Performance tracking:** Use media monitoring tools to track PR performance and respond effectively.
- Content excellence:** Prioritise high-quality content to differentiate your brand.
- Expert guidance:** Leverage senior PR professionals for strategic guidance and better media outcomes.
- Resource integration:** Combine in-house expertise with PR agency support to maximise marketing impact.
- Long-term vision:** Avoid short-term cost-saving measures that risk long-term reputation and visibility.
- Risk framework:** Implement a robust risk management framework to evaluate decisions effectively.

In the next section, find out more about the expensive mistakes to avoid to protect your brand, strengthen your marketing efforts, and build a foundation for sustained growth and success. Or **jump to Chapter 4 - Building your lean PR engine.**

On the next page, learn what really happens when you cut corners:





## Expensive mistakes to avoid

**Neglecting reputation management:** Here's something we see all the time - thinking you can put reputation management on the back burner. Trust me, that's a headache waiting to happen. Proactively manage your brand image to avoid costly rebuilding efforts later.

**Operating without a communication strategy:** A lack of clear messaging and direction leads to reactive, inconsistent campaigns that dilute your brand. Develop a communication strategy aligned with your goals and target personas to stay focused.

**Relying on generic mass pitching:** Sending non-personalised pitches to media outlets often backfires, damaging relationships and credibility. Tailor your pitches to specific audiences and publications to secure meaningful coverage.

**Over-automating media relations:** Automation tools can't replace personal connections with journalists. Invest time in nurturing relationships by demonstrating genuine engagement and aligning pitches with editorial needs.

**Skipping media monitoring:** Without real-time tools to track sentiment, trends, and competitor mentions, your brand risks misinformation and missed opportunities. Media monitoring ensures you can adapt strategies effectively.

**Sacrificing quality for speed:** Rushed, low-quality content, such as unedited AI-generated materials, undermines credibility. Prioritise thoughtful, high-quality content to differentiate your brand and build trust.

**Underutilising senior talent:** Junior staff may lack the expertise, strategic insight, and media relationships needed for effective PR campaigns. Ensure experienced professionals guide your strategy for better results.

**Relying solely on in-house teams:** In-house teams may lack the specialised knowledge and media connections agencies offer. Combining in-house and agency expertise enhances your marketing impact, maximising ROI.



### Ask yourself

Will this hurt our reputation down the line? What's the real cost of cheap PR? And, are we actually saving money, or just pushing problems forward?

## Hidden costs of false economies

➤ **Brand reputation damage:** Ignoring customer feedback or mishandling crises can tarnish your image, requiring expensive rebranding or repair efforts.

➤ **Lost media opportunities:** Inconsistent media exposure weakens your visibility and risks your brand being overshadowed by competitors.

➤ **Increased marketing costs:** Without strong PR, you'll need to rely more on paid campaigns to achieve the same reach, which can't replicate the trust built through earned media.

# Building your lean PR engine

Time to get practical. Here's how to build a PR engine that helps you shine:



## Actionable insights



Use the checklist below to see if there are gaps in your current approach that could help you achieve more from your marketing efforts.

**Prioritise high-impact activities:** Allocate time, budget, and resources strategically to maximise ROI.

**Streamline team roles:** Engage leadership and internal experts while fostering efficient time management practices.

**Leverage essential tools:** Invest in must-have technologies that align with your goals and reassess their value periodically.

**Target impactful media outlets:** Focus on respected channels to enhance credibility and deliver measurable results.

**Adopt structured frameworks:** Use an established methodology framework such as Agile or Objectives and Key Results [OKRs] to break down objectives, establish timelines, and monitor progress.

By strategically allocating resources, equipping your team with the right tools, and maintaining a focused media strategy, your lean PR engine will deliver efficient, measurable, and impactful results. Keep reading for more detail on how to close any gaps in your current approach or **jump to Chapter 5: Measurement and optimisation.**

## Key elements of a lean PR engine

### Resource allocation



**Optimise your budget:** Let's get real about where your money should go – focus on the stuff that actually moves the needle like agency expertise, events, and media-monitoring tools. Avoid spending on low-return efforts.



**Periodic evaluations:** Regularly assess PR activities to ensure they align with your marketing and business goals and deliver measurable ROI without exceeding budget allocation.

## Team roles



**Collaborate across the business:** Turn your executives into media champions and leverage your internal experts for thought leadership.



**Time management tips:**

- **Prioritise tasks:** Use the Eisenhower Matrix to categorise tasks by urgency and importance.
- **Time blocking:** Protect your time with focused blocks for pitching, monitoring and reporting.
- **Use visual timelines:** Tools like Gantt charts provide a clear overview of campaign progress.



## Tools and technology



**Build your tech stack:** Focus on essential tools, including media-monitoring platforms, SEO/analytics tools, and marketing automation.



**Assess periodically:** Evaluate the cost-effectiveness and functionality of tools to ensure they support evolving goals and leverage emerging technologies.

## Media strategy



**Focus on high-impact outlets:** Differentiate between vanity coverage and placements in respected outlets that align with your strategic objectives.



**Use metrics:** Tools providing web traffic, bounce rates, and domain authority help identify outlets with meaningful reach.



**Prioritise quality over quantity:** Target reputable channels that strengthen credibility and resonate with your audience.

Focus on outlets that matter to your buyers – not just the ones that look good on paper.



**Remember:**  
Every element should help you prove PR's impact on company growth.

# Measurement and optimisation: Turning lean PR into lasting impact

Numbers matter, but it's how you tell their story that really counts.

Here's how to show your board exactly what PR is doing for your bottom line.



## Actionable insights

Have you got the following elements covered?  
Check off all the elements you have in hand.



- Track foundational metrics:** Monitor coverage quality and audience engagement as a baseline.
- Link to outcomes:** Show how PR influences business milestones like sales or funding.
- Align metrics with goals:** Ensure PR measurement mirrors commercial priorities.
- Invest in measurement:** Allocate budget to tools and processes that demonstrate impact.
- Tell a story with data:** Use metrics to build compelling narratives for stakeholders.
- Adapt to business phases:** Review metrics regularly to reflect evolving objectives.

If your current reporting doesn't cover all of these elements, read on for more detail or **jump to Chapter 6: Future-proofing your PR strategy.**

## Building your measurement framework

**Start with foundational metrics:** Track media coverage quality, audience engagement, and share of voice. These are your PR's "vital signs."

**Connect PR to business outcomes:** Link activities to tangible results like sales growth, funding support, or market expansion. This shifts PR's role from communications to marketing strategy.

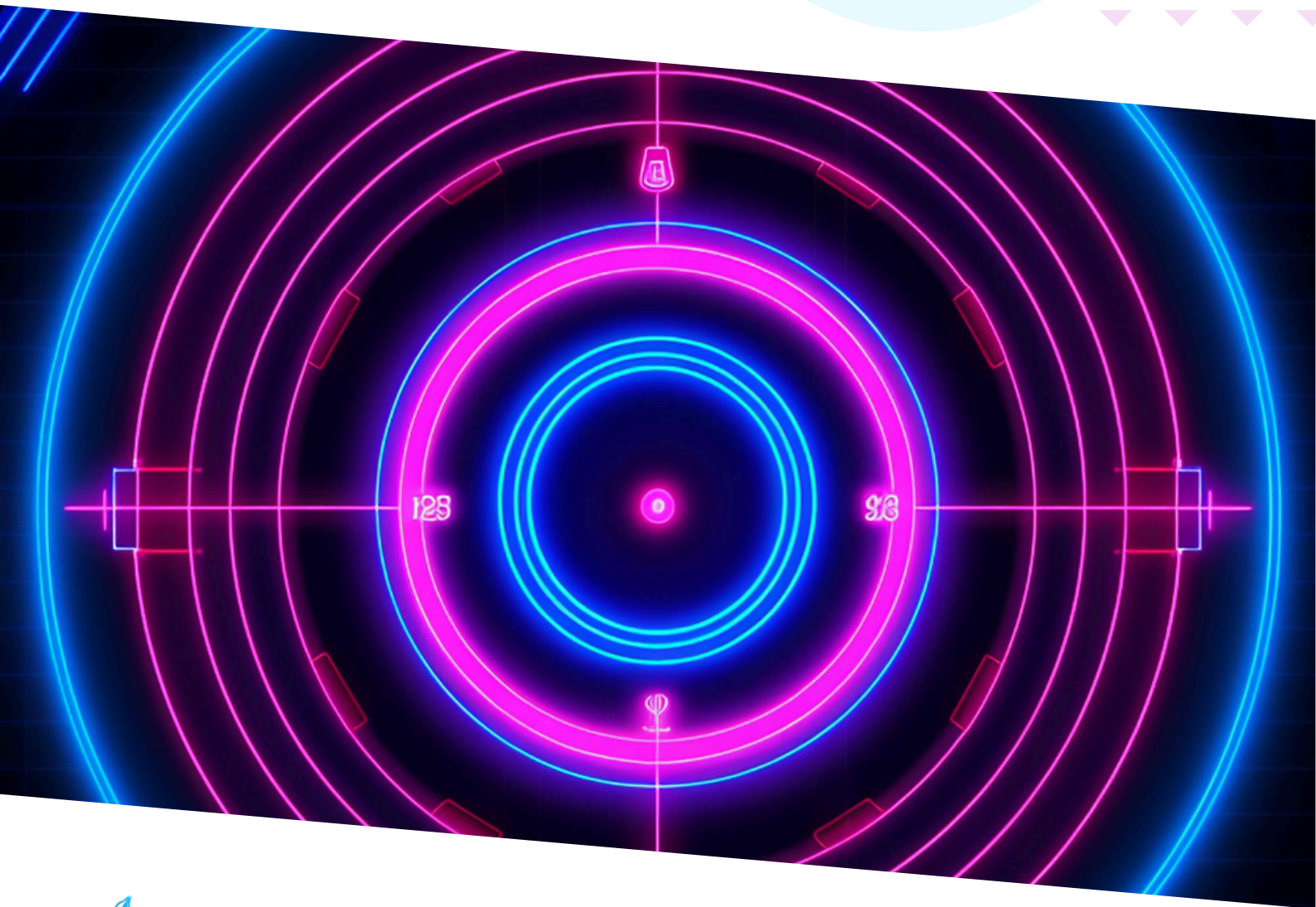
**Align with business goals:** Metrics should reflect commercial priorities, such as tracking message penetration for geographic expansion or investor relations support for funding rounds.

**Present data as a narrative:** Highlight how PR drives outcomes like changing perceptions, enhancing market positioning, or influencing sales conversations. Use examples to show PR is a vital component of your marketing strategy.

**Customise measurement for context:** Adapt metrics to match business phases, such as market expansion or funding preparation, ensuring relevance and alignment.



**Pro tip:**  
Save about 10% of your budget for measuring impact. It's worth it.



## Chapter 6:

# Future-proofing your PR strategy

**Author:** Rachel Emmett, Senior Account Manager, EC-PR

The PR world moves fast. As a busy marketing leader, this chapter outlines how to stay ahead without chasing every trend.



## Actionable insights

Which of the following elements are you using in your current strategy?



**Use AI selectively:** Pair automation tools with human oversight to enhance PR workflows.

**Collaborate strategically:** Fill resource gaps with expert partners.

**Expand media reach:** Engage with platforms where your audience is most active.

**Innovate incrementally:** Test tools gradually to integrate effectively.

**Focus on micro-content:** Create engaging, high-impact materials tailored to short attention spans.

**Promote knowledge sharing:** Ensure team members stay informed and adaptable.

**Communicate sustainability:** Build trust with transparent environmental messaging.

To find out about one or more of these future-proofing PR strategy elements, keep reading:

## Staying ahead of trends

**AI in PR:** Use AI tools like ChatGPT and Claude for content creation, refinement, and research. Pair automation with human creativity for maximum impact.

**Diversify media presence:** Go beyond print to include podcasts, social media, and video platforms like YouTube and TikTok. Prioritise platforms where your audience is active.

**Microcontent strategies:** Cater to shrinking attention spans with concise, high-impact content. Repurpose webinars, podcasts, and long-form content into digestible formats.

**Sustainability as a pillar:** Communicate transparent environmental initiatives credibly, addressing expectations for corporate responsibility.

## Effective adaptation

Effective PR aligns with stakeholder needs:

➤ **Build strategic partnerships:**  
Collaborate with agencies or experts to fill gaps in skills or resources. Ensure partners align with your goals and act as an extension of your team.

➤ **Incremental innovation:**  
Test new tools and platforms in controlled settings before wider rollout to avoid overwhelm.

➤ **Knowledge sharing:**  
Foster team-wide learning to stay updated on tools, trends, and best practices.



**Nobody wins alone -**  
find partners who get your vision and can fill in the gaps where you need them.

# Conclusion

Here's the thing about modern B2B tech PR - it's not about throwing money at the problem. It's about being smart with what you've got. Lean PR equips you with the tools to adapt to an ever-evolving media landscape, stay ahead of emerging trends, and deliver results that resonate with stakeholders.

By prioritising strategic shortcuts, tailoring content to audience needs, and investing in robust measurement frameworks, you can turn PR into a competitive advantage. Future-proofing your marketing strategy means staying agile, embracing innovation incrementally, and focusing on what truly matters: building relationships, amplifying your message, and driving measurable business outcomes.

**Remember:** focus on what works, measure what matters, and keep adapting. That's how you win at PR, even with limited resources.

## Feeling stretched too thin to execute PR effectively?

We get it - your time and resources are precious. Let us help you transform complex tech stories into compelling narratives that resonate with your buyers.

Our strategic PR and marketing support includes:



Communication strategy development



Content that converts across channels



Thought leadership that showcases your expertise



Executive personal branding for LinkedIn



Media relations that build lasting influence



Measurable results tied to your KPIs and more

Ready to make your PR drive real growth?

Let's talk





**e c - p r**

The instinct to be distinct