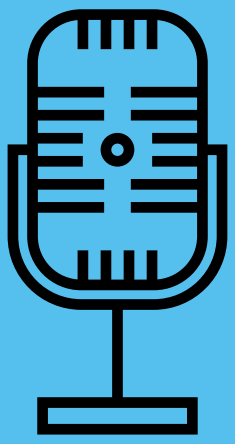
BIG IDEAS MACHINE

HOW TO CREATE A MODERN B2B PR STRATEGY THAT SINGS



GUIDE NO. 01

2020

INTRODUCTION

Do you keep seeing B2B PR strategies that make the same mistakes? We do.

Maybe yours is one of them? That's OK - because we want to help, and we can - but only if you're ready to be helped. Here are some signs that you're ready:

- You know you can offer more than media coverage, and want to break free from an over-reliance on journalists to tell your story.
- You want to stop churning out boring, corporate and self-serving content that's so bad you often have to pay for it to be published.
- You want to be able to link your public relations efforts to meaningful business objectives, not vanity metrics.

If you've answered 'yes' to any of those, this guide is for you. You're obviously ready to leave behind old B2B PR – full of self-serving press releases, messaging and spin – and enter the new and exciting world of Inbound B2B PR.

If you answered 'no' to most or all of them; sadly, there is nothing for you here. You can go back to pumping out press releases about your 'world leading' company and its new hires, it's 'turn-key white-label solutions' and it's new office openings.

Good luck with that.

"DO YOU KEEP SEEING B2B PR STRATEGIES THAT **MAKE THE SAME MISTAKES! WE DO.**"

CONTENTS

PART 1

Moving From A Push Mindset To Pull With Inbound PR 3

PART 2

Your Framework For A Modern Inbound B2B PR Strategy Objectives (Or Nuts - May Contain Nuts) 4

Management - Who's Doing What? 5

Personas - You Talkin' To Me? 7

Content - What Are You Trying To Say - And Where? 9

Distribution: Getting Your Content To Everywhere Your Prospects Are 10

Inbound B2B PR Measurement 11

PART 3

Wrapping It Up 13

PART 1



Part 1

MOVING FROM A PUSH MINDSET TO PULL WITH INBOUND PR

Let's start right at the beginning. What exactly is Inbound PR, and how can it work for you?

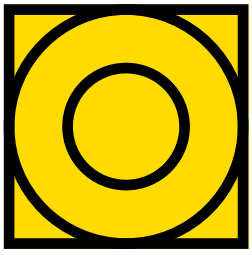
As Ilyana Stareva, a promoter of Inbound PR writes in her brilliant book of the same name: "With the Inbound PR concept, PR people continue to focus on what they are great at (content) but also manage to alleviate the industry's biggest challenge – measurement and proving bottom line results."

"OWNING THE NARRATIVE WAS MORE OF A PRIORITY THAN EARNING TRUST"

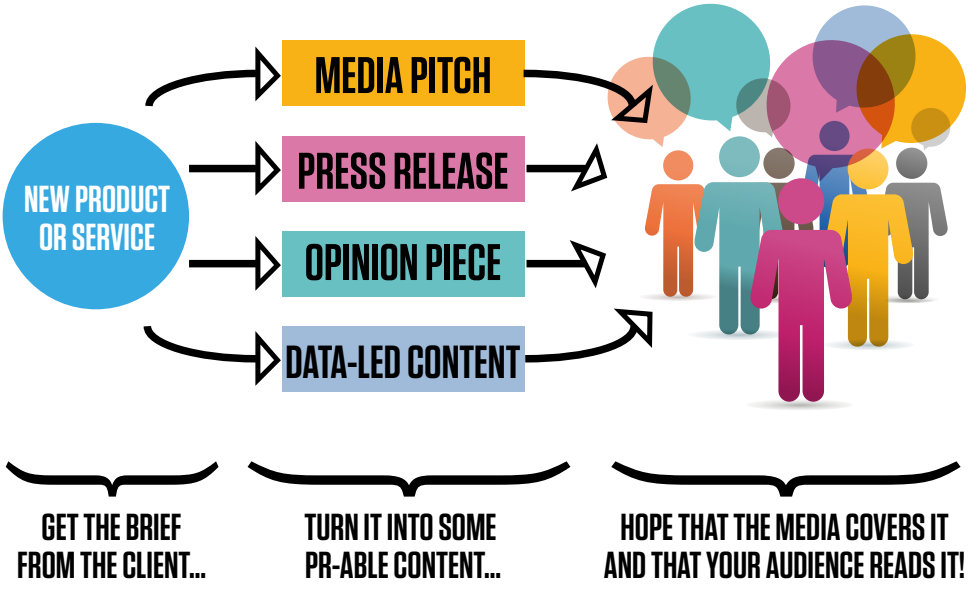
With Inbound public relations, the media still matter but coverage is just one element – albeit a powerful one – of a wider content strategy. Why? Because B2B buying is more complex now than it was when PR mostly meant media relations, and revolved around pushing out messages and spin. Owning the narrative was more of a priority than earning trust, even before digital media turned this competition for attention into a bloodbath – again, at the expense of trust.

That might be tolerable to a point for companies selling jeans and trainers, but B2B buyers have bigger challenges than their waistline. And they're looking to you – or your competitors – to help solve them.

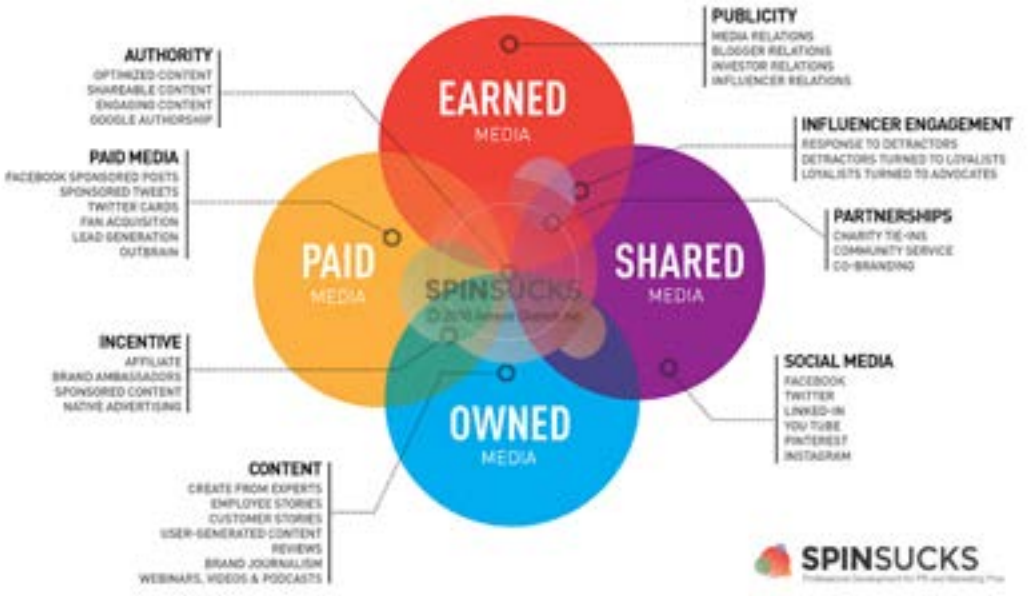
Most of the buying cycle takes place before prospects reach out to vendors, in the form of online research. So you need to be publishing content that's engaging, useful and optimised for search engines, in order to pull these prospects towards your company as someone they can trust to help solve their challenges.



In that context, your brand will slide into irrelevance if your B2B PR strategy looks anything like this:



Instead, you're going to need something more like this:



THIS IS THE PESO MODEL - FIND OUT MORE ABOUT IT AT SPINSUCKS.COM

That's the outstanding PESO model, created by Gini Dietrich, whose seminal book Spin Sucks is something we highly recommend you read. Offering a comprehensive view of the modern PR and marketing landscape, Gini explains (in much more detail than we can here) why the old approach to PR is as dead as the dodo.

With the help of things like the PESO model and more, you can create an inbound B2B PR strategy that generates leads and nurtures them towards a sale.

You're the perfect person for the job because, as Ilyana Stareva writes in Inbound PR, "PR professionals are the best content creators. They are natural storytellers – this is how it has been since the first press release. Writing and communication skills have been at the forefront of PR practitioners' skill sets, not so much for marketing, advertising or digital agency professionals."

In this guide we're going to show you what it takes to develop a B2B PR strategy that takes advantage of exactly this, to secure real business results.

> "PR PROFESSIONALS ARE THE BEST CONTENT CREATORS, **THEY ARE NATURAL STORYTELLERS** – THIS IS HOW IT HAS BEEN SINCE THE FIRST PRESS RELEASE."

PART 2



Part 2

YOUR FRAMEWORK FOR A MODERN INBOUND B2B PR STRATEGY

Let's jump into it. The framework for your modern B2B PR strategy comes in six parts:

- Setting objectives
- Deciding on management processes
- Developing your target personas
- Choosing and creating your content
- Deciding on a distribution strategy for that content that includes, but doesn't rely on, the media
- Measuring performance

You can revisit these sections and refine this framework any time, based on your learnings - and you should.

IMPORTANT: READ THIS FIRST

Creating an inbound B2B PR strategy is a heavy lift. There are plenty of tools and advice out there to help, but there are not many shortcuts. Remember - we're setting out to become trusted experts.

Each of these elements are artforms or sciences in their own right, so we'll sometimes link out to useful articles for further reading or that offer more a lot detail than we can fit in here. Think of this ebook as your entrypoint to an inbound approach to PR.

If you like what you read here, you can download our other free resources covering other aspects of B2B PR and content distribution here

Part 2

OBJECTIVES (OR NUTS - MAY CONTAIN NUTS)

Start with your objectives.

No, we don't think you're stupid by pointing out something so seemingly obvious. But, like food makers labelling packets of nuts with 'may contain nuts', we're obliged to spell it out.

Your objectives set the tone for everything else that follows. Yet, just like the shock of finding nuts in your packet of nuts, you'd still be surprised at how many companies mess this up.

Objectives should be realistic and measurable (honestly, nuts – in nuts!), and we insist that you set benchmarks either as targets or to track improvements.

For example - 80 pieces of press coverage may be realistic and measurable - but it isn't an objective. Why do you want that coverage? Did anyone reading that coverage become a lead or a sale?

Push yourself to go deeper than the obvious results. You've read this far because you want to drive quality inbound, identifiable leads – now that's an objective.

Some large PR agencies along with bodies like the Chartered Institute of Public Relations have come up with the AMEC Integrated framework for setting objectives. It's free to use on the AMEC website, and it was made by some very clever folks. But it's pretty hard work to be frank, and not suitable for everyone's needs and resource levels. By all means, scroll to the bottom of their homepage for an overview of the framework, and there's also a 13-minute video tutorial here.

SETTING YOUR OBJECTIVES - A CHECKLIST

Think about what you want the ultimate objectives of your B2B strategy to be, and how you might measure them.

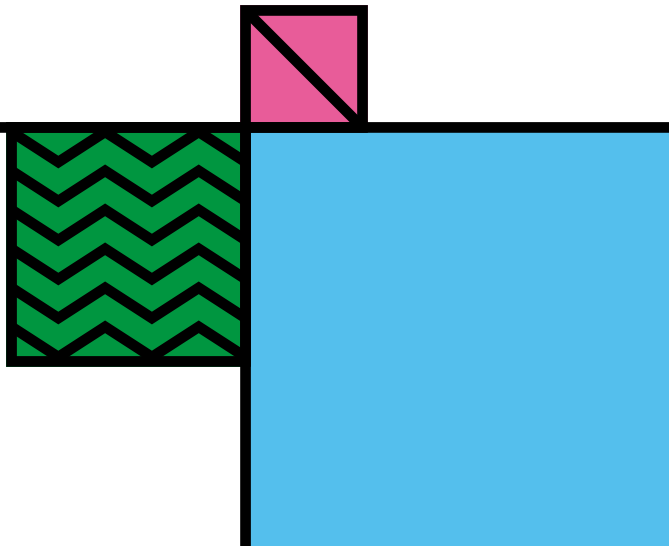
On the right are four suggested outcomes that should work in most situations. A simple objectives framework like this might be suitable for most companies, but it's by no means an exhaustive list.

The point is, when buiding your B2B strategy you MUST start with this kind of basic information. Otherwise, you'll find you are trying to build activities and timelines without any foundations to base them on.

- An uplift in a measurable outcome, aligned with business or product objectives, e.g. number of leads generated
- An uplift in volume of quality media coverage, e.g. your AAA+ tier media and sites that Google recognizes as high authority (measured by 'Domain Authority').
- An uplift in brand or product sentiment (short term and/or long term)
- An uplift in website traffic or engagement, captured and optimised using Google Analytics

IT'S OK FOR PERFORMANCE TO VARY MONTH TO MONTH OR CONTENT PIECE TO CONTENT PIECE; YOU'RE LOOKING FOR TRENDS OVER TIME (B2B BUYING CYCLES ARE LONG AND COMPLEX), THAT SHOW YOU'RE GETTING BETTER AT ANSWERING REAL QUESTIONS FOR YOUR AUDIENCE.

REMEMBER!



Part 2

MANAGEMENT - WHO'S DOING WHAT?

There's no two ways about it: making stuff happen takes somebody's valuable time. So when it comes to building your PR strategy, understanding who is going to do what and when is really important.

It's easy to assume that, by hiring a PR person or an agency, they will just go off and generate results. But the painful reality is that effective PR campaigns require time and effort from all parties involved.

If you are part of an in-house marketing team, the PR role means doing a bit of everything - from creating content and herding cats (also known as 'stakeholders) in order to get it approved, published and distributed. Maybe, in this scenario, you've decided to invest in an agency do the heaviest lifting for you. In our experience, agency-client relationships usually come unstuck because clients expect to just leave an agency to it, while the agency isn't getting the input they need because the client has some kind of resource bottleneck. To get the best out of an agency, you need to invest time and effort – especially upfront.

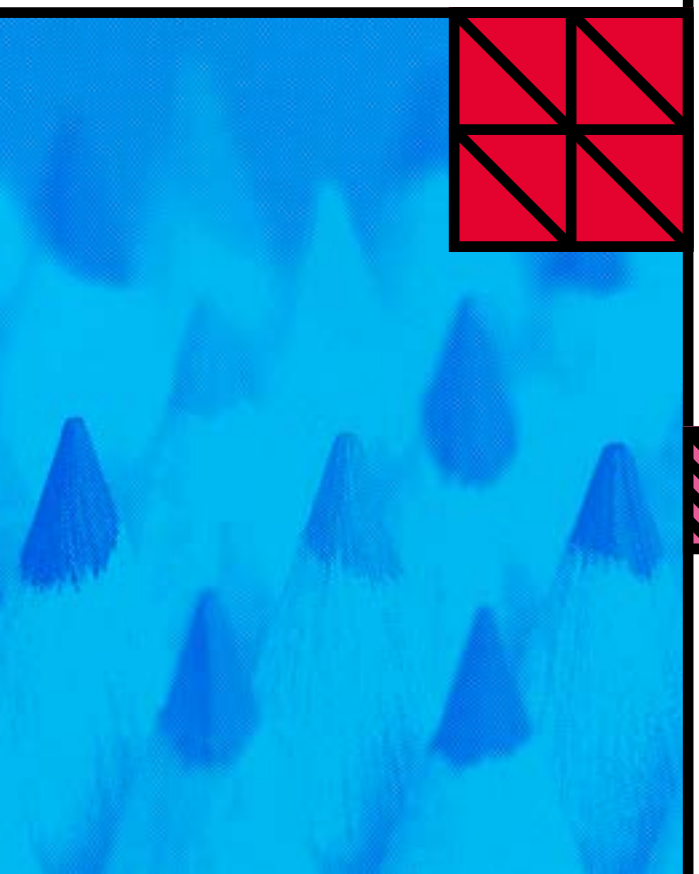
Before going forward with anything else in the plan, it's a good exercise to pause and ensure you have a point person or team in place to either handle the work at your end or manage the relationship with an external agency. And make doubly sure that that point person has the time, resources and budget they need. they can trust to help solve their challenges.



WHO'S DOING WHAT - A CHECKLIST

A good starting point here is to define general responsibiities and tasks.

That way, you should be able to see quite quickly whether these are realistic or whether things will quicky become bottlenecked or individuals overwhelmed.



- Are you engaging an agency or an in-house team?
- Who needs to be on that team?
- How will information flow between team members or client and agency?
- Are there any obvious bottlenecks that might slow things down?
- Who has what roles and responsibilities when it comes to content creation, distribution and measurement?
- Are there clear lines of reporting - both upwards and sideways?
- What metrics, milestones and reporting mechanisms will you use to promote accountability?

Part 2

PERSONAS - YOU TALKIN' TO ME?

The only way you can really create relevant and great content is to gain genuine insight into your customers.

You need to know who you're talking to and what makes them tick.

To do that you need to create personas. These are fictional representations of your audience, describing their goals and pain points, based on the real-world factors influence them.

Personas work best when they are as detailed as possible. For example, a B2B persona would describe both the demographics of the individual and the outline of their role and responsibilities.

Ideally, your primary source here would be interviews with prospects or current customers, to explore their main challenges. If that's not possible, your product development team probably already does this in some shape or form, so you could talk to them instead.

If neither of these are an option, you could always try LinkedIn. There are hundreds of thousands of different employee profiles on there, so it's a great place to get more insights for your personas.

You can add as much detail as you want to really focus in on your audience, but just be aware that the more specific your persona becomes, the narrower the reach of the B2B campaign you base on it. For that reason you probably want to create at least two or three different ones, based on different types of customer within your overall audience.



CAN YOU CREATE YOUR OWN PERSONA TEMPLATE?

BUILDING YOUR PERSONAS - A CHECKLIST

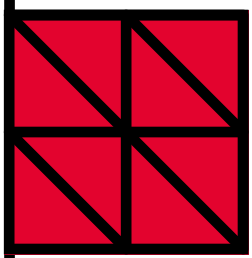
This is what you're trying to collect during your interviews to as inputs for your persona.

Get the persona right and you'll improve your content's conversion rates, acquire more leads and engage them more often.

- Personas aim to paint a picture of 'typical' individuals that make up your market
- They must always answer the question: who wants and needs what you are selling?
- Start with the basics like name and age and then get specific. Think about their professional life and even their personal preferences and home life
- How will they determine the credibility of your company?
- Do they use social media - and which ones? How much do they rely on peer networks? Are they brave and bold, nervous and cautious?
- What media do they trust and why?
- If you want to take an account-based marketing approach, you can go really deep into an indivisual persona. But do it with respect; you don't want to creep anyone out!



“LOOKING FOR MORE INSPIRATION? WE LOVE THESE 10 EXAMPLES OF DETAILED MARKETING PERSONAS FROM L&T: QUICK SPROUT OFFERS A MORE DETAILED OVERVIEW OF PERSONA CREATION: THESE FREE PERSONA TEMPLATES FROM HUBSPOT WILL HELP YOU GET STARTED”



Part 2

CONTENT: WHAT ARE YOU TRYING TO SAY, AND WHERE?

If you write about something nobody cares about, no one will read it. And if you write something that lots of people care about but nobody can find, well, no one will read it either.

Both these scenarios mean no leads and a lot of wasted time and money. So content must be relevant, organised and finadable.

Achieving this is driven by two things that work closely together: insight from your client's pain points connected to your expertise and solution – from your persona, for example – and search engine optimization (SEO).

This part is pretty hefty, so we have further broken it down into:

1. **How to discover the topics that will drive Inbound leads**
2. **How to organise your content into 'hubs'**
3. **Writing your content so that it's "findable"**
4. **A bit about style and substance**

1. HOW TO DISCOVER THE TOPICS THAT WILL DRIVE INBOUND LEADS

We mentioned the PESO model earlier (see page 5 to refresh your memory)

PESO stands for **'Paid, Earned, Shared and Owned'** media and the model shows how getting your story out there isn't exclusively about press coverage anymore (we might have mentioned that already too).

PESO creator Gini Dietrich describes each of these media types as follows:

> **Paid Media** for PR means social media advertising, sponsored content and email
>
> **Earned Media** is what you know as either publicity or media relations
>
> **Shared Media** is also known as social media
>
> **Owned Media** is otherwise known as content. It's something you own, and it lives on your website or blog where you can tell the story the way you want it told

Gini has also published an excellent blog post on generating content ideas and distributing that content in line with the PESO model.

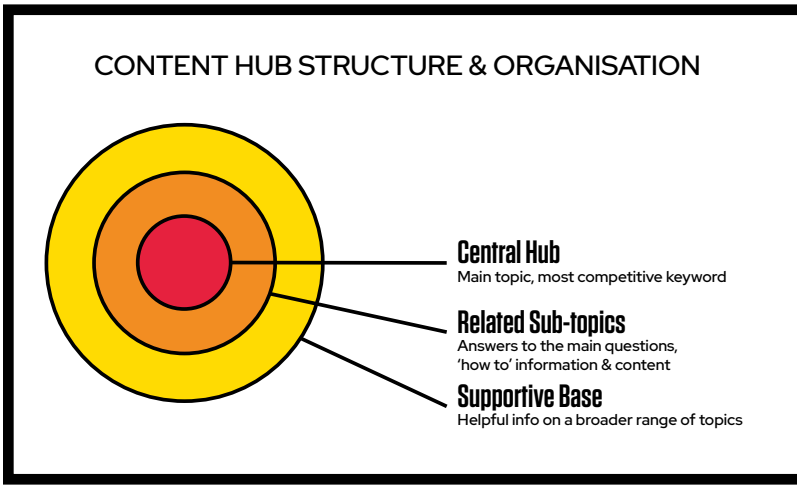
We're going to refer back to it again in the distribution section, but first, take a look at her method for content mapping, under the heading 'Where to start'.

There she walks you through starting with a main topic before layering in a 'supportive base' of further topics to guide the content you create.

The relevance of your ideas comes mainly from the personas you created, and this process will from the basis for all your 'owned' content. (We say 'mainly', because your SEO research and planning will also help determine relevance.)

2. HOW TO ORGANISE YOUR CONTENT INTO 'HUBS'

Following Gini's methods will also help you create your content in line with the current best practice on organising your content: content hubs, wonderfully outlined here by Andy Crestodina at Orbit Media.



CONTENT HUBS ARE SIMPLE BUT EFFECTIVE

Random and sporadic content on loosely related topics will not signal your authority on a subject, either in the eyes of search engines or real people – never forget people. In Andy's words: "When content is focused on a topic [in content hubs], it piles up, reaching higher above the competition and gaining visibility."

Read Andy's article. Now. OK, later then. But soon. Please.

3. WRITING YOUR CONTENT SO THAT IT'S "FINDABLE"

So - findability. There are many free SEO tools that can help you discover the appropriate keywords to target with your content. (Keywords are not necessarily words, more like phrases or terms, and they also help determine relevance via search volumes and give you a steer on improving your topics.)

Importantly, these tools can tell you how competitive those keywords are too. You need to be honest about whether you can outrank your competitors. This depends on your situation, and theirs, but from a standing start it's better to target less competitive keywords for quicker wins.

Here are three of our favourite tools for SEO-led content intelligence:

Ubersuggest: This free tool helps with keyword ideas, but there are loads that do that. Where it sets itself apart is the way it helps you reverse engineer your competitors' content, SEO and social strategies to see what's working for them

Long Tail Pro: In SEO, 'long tail' refers to the less competitive but more numerous keywords that, taken together, account for more of the total searches on a topic. Savvy SEO operators swear by the long tail and this tool helps you discover highly relevant and winnable search terms to target

SEMRush Keyword Magic Tool: A comprehensive keyword recommendation tool offering a limited free version. It guides you through compiling keyword recommendations into handy lists showing their search volume, ranking difficulty, top competitors and other useful metrics

BONUS SUGGESTION

Although it's not free - we recommend the Yoast SEO plugin for WordPress.

This helps you keyword-optimise your owned content as you create it.

Their site also has lots of SEO tips, including the sensational Ultimate guide to content SEO.

4. A BIT ABOUT STYLE AND SUBSTANCE

The content you create from your topics can end up in many formats, such as:

- Ebooks
- Long-form blog posts (on your site or as a post on Medium or Linkedin), like the one you're reading now
- Webinars
- Press releases
- An email newsletter
- Whitepapers

You need to decide what formats are open to you, and which ones you can resource with copywriting and design support. Consider whether your topics work in multiple formats, as ideally they will.

So, if you don't have budget allocated to creating and packaging up content that reads well and looks great then you need to reconsider. Sorry.

Next, we're going to let you into a secret. Nowhere is it written that B2B campaigns should be dry and devoid of flair.

The people you're targeting are the very same ones that big consumer brands are spending millions of dollars to try and reach through fun, interesting and stimulating ad campaigns.

Think about that. Do they become corporate zombies when they turn up to work? To make things unique, you also need to have to hand any proprietary data or insights – this is something you can offer that no one else can, and quickly sets you apart as an authority. This might come from inside the heads of your colleagues. Desk research is going to be a big factor when it comes to content creation too.

> "DON'T UNDERESTIMATE THE COST OF **GOOD DESIGN AND WRITING** WHEN IT COMES TO CONTENT CREATION."

BUILDING YOUR CONTENT STRATEGY- A CHECKLIST

- Step 1: Extract and pull together proprietary data and insights along with external resources. Proprietary insight might come from:
    - Inside the heads of some staff!
    - Custom research from a well-regarded analyst firm
    - A qualitative targeted survey
    - You might even have your own platforms that capture unique data – can this offer any stories your prospects would find interesting?
- Step 2: Generate your editorial calendar by combining those insights with your personas to brainstorm main topics, subtopics and content types, then use SEO tools to refine them
- Step 3: Decide who will create it – both writing and design – and what format it will be in. Unless it's absolutely impossible due to time or budget constraints, make your content look as good as possible by using professional designers wherever possible
- Step 4: Optimise for SEO. The whole content strategy needs to be carefully thought for the web, clearly showing Google and other search engines which content is the cornerstone of your hub

Part 2

DISTRIBUTION: GETTING YOUR CONTENT IN FRONT OF YOUR PROSPECTS

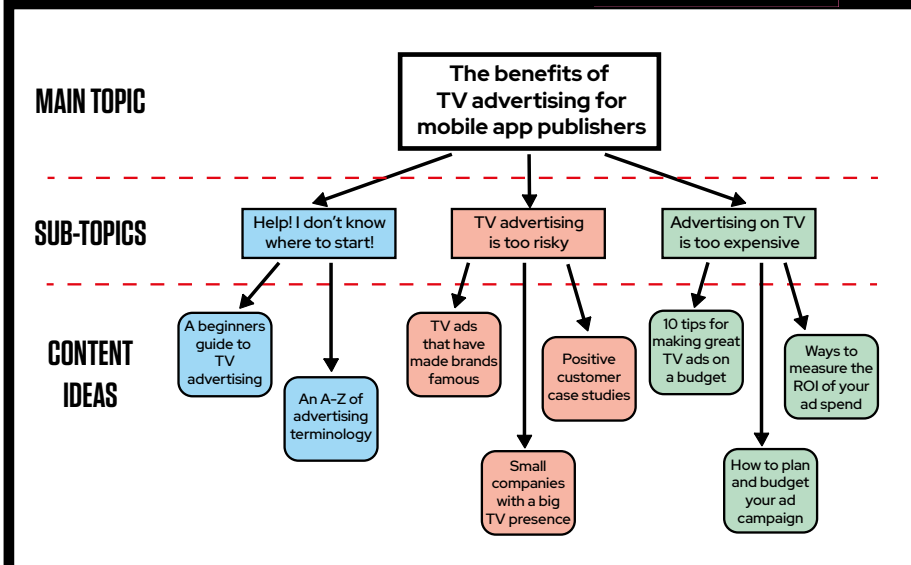
Again, a lot to cover here so we've broken it down a bit:

1. Distribution in line with the PESO model
2. Honing in on marketing automation
3. Beyond PESO - backlink building

1. DISTRIBUTION IN LINE WITH THE PESO MODEL

Using Gini's content mapping method, covered in PR Pros Must Embrace the PESO model, let's take the example of a fictional company looking to convince mobile app developers to advertise on TV.

Their content map might look like this:



TRY SOME CONTENT MAPPING YOURSELF!

And their PESO model for distributing each of those content pieces would read something like the following:

Paid Media

- 1x sponsored piece of editorial a month
- Amplification: Native advertising and content syndication
- Sponsored posts on Facebook, LinkedIn, Twitter

Earned Media

- Twitter and LinkedIn: Outreach to friendly journalists, bloggers and analysts
- Media relations: byline, opinion piece and interview pitches

Shared Media

- Twitter: 3x tweets on day one, 2x day two and 1x day three
- Facebook: Update company page daily for one week
- LinkedIn: Share daily for one week from personal account

Owned Media

- Publish on blog
- Promote on homepage
- Email database
- Add to company email signatures

Here we see again how media relations and the resulting coverage are part of your wider Inbound B2B PR strategy, and not the basket in which you put all your eggs.

To integrate media relations within that wider strategy, whatever you're pitching out must feature a strong hook for sending traffic back to your site – either through a direct link in the coverage or by driving follow up searches/ visits by readers.

If you don't bring those readers back to your site, you've basically lost them as far as your measurement is concerned.
In this respect, a great piece of owned media content based on original research or proprietary data is a strong card to play with the media. Key findings can be pitched as news using a press release accompanied by charts and graphics, and followed up with the offer of a byline article expanding on the story – with the full research and a wider selection of angles available on your website.

But you must do everything you can to make linking to your site or a follow up visit as compelling as you can. The data might be downloadable in a format that allows users to explore it themselves, or it might be packaged up in an interactive infographic format. (This would make it more shareable, too.)

Doing so will also increase your chances of securing backlinks from respected media outlets, which are a powerful signal of your authority for Google and so a major SEO boost.

More on that in a minute but, to wrap up, you should also consider these tips for making your pitch to the media as strong as you possibly can:

- If you haven't already, you need to develop a tiered list of journalists and outlets that cover your industry or products. And it needs to be up to date and maintained as a record of their interests, publishing schedules, recent hot topics and your previous interactions.

- Be targeted with your outreach. Media relations is about building relationships over time, not destroying them with rushed, poorly thought out pitches. If in doubt, step away from the phone or delete that email draft and do some more research and test your story or your content's newsworthiness.

- Remember, the bigger opportunities with media relations are not often news-based coverage. News might be the hook with which you reach out, but the offer of a bylined opinion piece might be what clinches the deal.

- What content do you have to support or back up your pitch. You almost always need good (no, great) imagery to secure coverage, maybe even video. And do you have any senior execs or bigwigs available for interview?

"PAID AND SHARED MEDIA GET PROSPECTS' ATTENTION, BUT **PRINT ADS AND SOCIAL POSTS DON'T GENERALLY CONVINCE THEM TO PULL OUT THEIR WALLETS**. EARNED MEDIA THAT ESTABLISHES CREDIBILITY AND OWNED MEDIA SUCH AS CASE STUDIES THAT SHOWCASE VALUE PLAY A BIGGER ROLE IN CONVERTING PROSPECTS INTO PAYING CUSTOMERS."

MARK THABIT, CISION

2. HONING IN ON MARKETING AUTOMATION

If you're creating owned content that brings people to your site via media relations and other channels, then that's great – but you can really light a fire under your Inbound B2B PR strategy with a marketing automation platform.

If your digital activity exists in silos, as it does for many organisations, you cannot cross correlate who is interacting with what content. Your Inbound leads come in, but how do you know where they go after that?

In a nutshell, a marketing automation platform enables you to build a complete picture of anyone who interacts with your company across multiple digital touchpoints. And armed with that picture you can create rules around email campaigns and other channels that will help nurture prospects on a journey towards a final sale.

There are tools available for any level of sophistication and investment. SharpSpring and Hubspot sit at the more accessible end of the spectrum, while Marketo and Eloqua are popular enterprise-level applications.

We're big believers in marketing automation as the final part of the Inbound B2B PR puzzle.It's a game-changer to be able to track engagement with specific content pieces for optimisation or to trigger next actions for nurturing prospects, such as email sends or even phone calls from sales.

3. BEYOND PESO - BACKLINK BUILDING

Backlink building is a critical element of your content distribution strategy.

In simplified terms, links back to your site from high-quality sources are one measure of how Google decides whether you're an authority on a topic that should be rewarded with higher rankings. (Other technical factors also come into play on search rankings, such as mobile optimization and loading speed.)

In the previous example of pitching content to the media based on research or data, when Google sees the resulting link from a high quality site (or a site with a high 'Domain Authority') it boosts your credits on the topic. The more people visit that page, read your content and even link to it, the more likely you are to head up the Google rankings based on the keywords Google associated with that page.

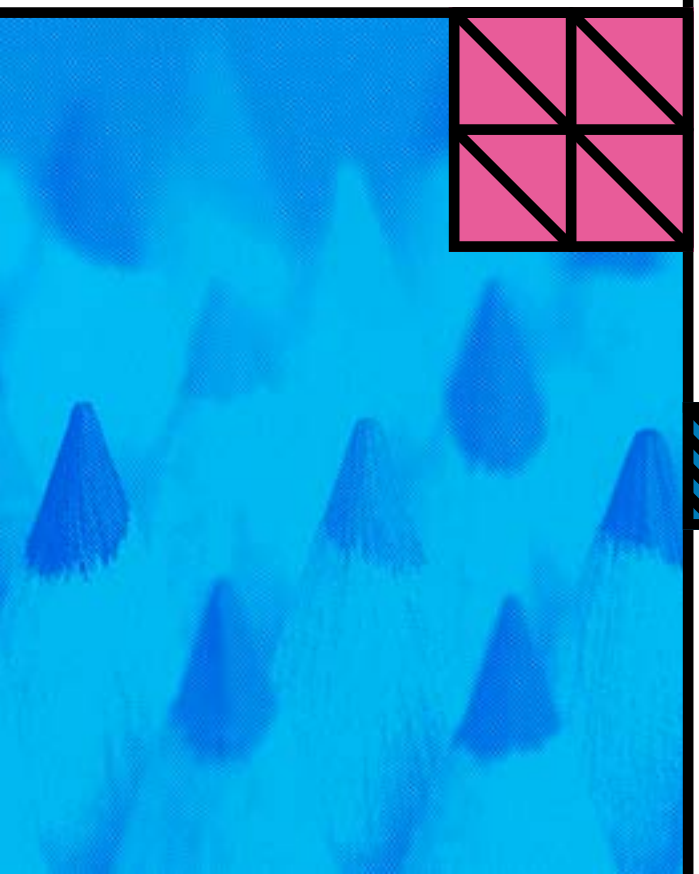
We're going to refer you to Brian Dean's definitive guide on the subject because, well, it's the definitive guide. Read that and you will know everything you need to about the importance of backlinks.

In his blog post How to build high-quality backlinks when nobody knows your name world-leading SEO guru Neil Patel lists public relations first in his selection of eight backlink building strategies. This is another essential read, and also covers using social media to build relationships.

CONTENT DISTRIBUTION - A CHECKLIST

Effective content distribution is all about the process - and don't forget about the PESO model.

Content distribution can seem overwhelming at first - but actiually, you can break it down into a manageable to-do list if you take your time.



- How are you going to distribute your content across paid, earned, social and owned media (refer to the PESO model)?
- If you don't have direct access to your company's owned and social channels, who does and are they on board?
- Who are your top tier media and what's your strategy for establishing and cultivating relationships with them?
- What's your strategy for backlink building?

Part 2

INBOUND B2B PR MEASUREMENT

You must, must, must (must) be using measurement to link your Inbound PR efforts back to your objectives, in order to close the loop and evaluate your strategy.

It's relatively easy to collect data these days so it's tempting to collect and analyze it all.
Don't. You'll be overwhelmed by analysis paralysis.

You need the confidence and, often, experience to zero in on whatever tells you the most about how you're doing against your objectives. Work only with that for a while, before adding more as you see gaps, become more sophisticated or higher resourced.

What you track and how depends on your objectives and the tools and platforms available to you, but it will include a mix of the following:

- Alignment with business or product objectives
  - Leads generated and their quality, for example
- Volume and quality of media coverage
  - Check out Coverage Book for generating beautiful coverage reports
- Brand or product sentiment (short term and/or long term)
  - Try Awario
- Website traffic
  - Google Analytics data
  - Backlinks and referrals
  - Returning visitors
- Content engagement
  - Buzzsumo for content performance and intelligence gathering
  - Inbound links generated by your PR work, using Answer The Client (this one's free, and promises 'Google Analytics data for your PR work')
  - Form submissions captured by your MA or CRM platforms if content is gated, or digital downloads
  - Click through rates on your emails, social and on your site, and external site referrals captured by Google Analytics
- Addressing customer pain points
  - Sentiment analysis or qualitative surveys

PART 3



Part 3

WRAPPING IT ALL UP

There you have it – a framework for developing an Inbound B2B PR strategy around creating and distributing great content.

But if you remember only one thing, it's that modern B2B communications is all about trust.

That trust is earned through listening and responding to what people are asking. It's earned through giving something to someone and not necessarily expecting something in return. It's earned by showing someone that you can help them and demonstrating clear expertise.

This is the breach into which you're stepping with your Inbound B2B PR strategy.

> "EARN TRUST, EARN TRUST, EARN TRUST. THEN YOU CAN WORRY ABOUT THE REST."
>
> SETH GODIN

“

CONGRATULATIONS! YOU ARE NOW A B2B PR NINJA!

WANT SOME MORE B2B KNOW-HOW? WE'VE GOT LOADS MORE INSIGHT AND GUIDES TO HELP WITH EVERYTHING FROM **BUILDING A B2B MARKETING STRATEGY** TO UNDERSTANDING **WHAT MAKES ONLINE INFLUENCERS TICK**. JUST VISIT **WWW.BIGIDEASMACHINE.COM** TO FIND OUT MORE.”

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We believe that B2B PR is about so much more than publishing press releases, securing by-lines and making ad-hoc content to fire at random.

This approach should be put in a museum alongside the AOL dial-up tone and AVE, and if your current agency disagrees then quite frankly, so should they.

Instead, B2B PR should involve creating relevant, insightful content and making sure audiences can actually find it.

It should be based on a clear strategy, aligned with the rest of the business.

It should build reputations, deliver real business objectives, and continuously provide a useful reporting framework and insights to enable you to keep improving.

This is fundamentally what Inbound PR is all about. And it's the approach we use for every client we work with.

That's why we're all about Inbound PR: a combination of PR and Inbound Marketing. The result? The clout that great content and writing delivers, coupled with an all-important metrics and insights-driven approach.

Through a mix of creativity and innovation, we help clients create big ideas and then turn them into measurable results, making a real difference to their bottom lines.

WE ARE BIG IDEAS MACHINE AND WE STAND FOR PR. MADE BETTER.