



# Four PR actions that generate leads

A simple, how-to guide that will help you get more customers, more quickly.

# How PR delivers leads

Effective PR enables you to reach and impress potential customers in a non-invasive way. Lead generation is made quicker and easier when a good reputation goes before you.



The tactical use of strategic PR, which includes Media Relations and Content Marketing, communicates a positive impression, building customer confidence in your brand and its products and services.

This eBook details 4 top PR tactics that can help you to quickly and easily impress your audience and generate leads.



Best wishes,

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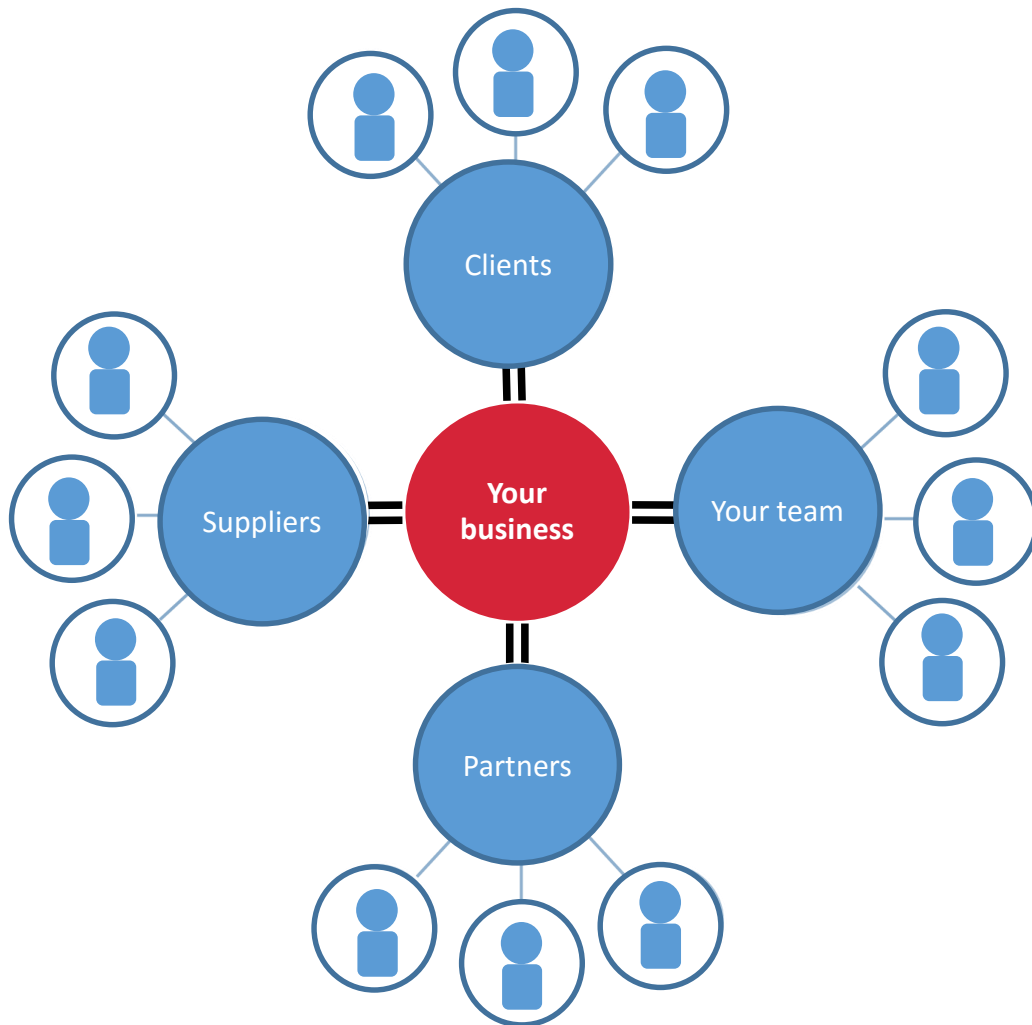


# 1

# Connection Mapping

Get some paper and sketch out the diagram below (or print this slide!)

Put your business in the middle and then map out around you, your key stakeholders. These should include current and potential customers, your team, partners, suppliers and other influencers.



## Turn your stakeholders into champions of your brand

Prioritise contacting each one personally, explaining clearly what value they will get by using your business and why they should recommend you to their networks.

Map out connections and recommendations from each of your stakeholders. Start conversations with these new stakeholders and keep talking to and appreciating the existing stakeholder who recommended you.

Keep developing this map – rate the strength of each connection with extra bars. This level of focus will help build your network and fast track leads.

## 2

# Third Party Endorsement

You can talk all day about how wonderful your company or product is, but when a satisfied customer, key supplier or journalist says so your business gains instant credibility.



Consumer confidence is heavily influenced by third party endorsement. It builds trust, making it much more feasible for a consumer to convert into a customer.

The key to getting favourable third party coverage is to include your major stakeholders in your PR process. Insert a clause into your terms and conditions which states that when a deal has been done you will write a brief media release which is complimentary to both parties and details the objective of the arrangement (I.E. entering a new market, streamlining a process, offering new products).



### Help you customers to help you

Establishing early PR engagement with partners sets the expectation that more mutually beneficial media releases will follow during the business relationship. You could ask them questions such as “How much time and money has been saved as a result of using our service?”.

The responses not only reaffirm the importance of your service to the customer, they can be used to create a customer case study which is another powerful third party endorsement.

## 3 Blogs and media

Media releases are a quick and effective way to share news about your brand and products with your target audiences.

Maximise and enhance the reach of your news by coordinating the release across multiple media platforms such as LinkedIn, Twitter and Facebook. Posting on your own website enables you to give a particular slant of perspective to your news.

When sharing the news with external media ensure that you include a link to the story at your website. Inbound links to your website have a positive effect on search engine ranking, making your website more visible to potential customers.



Topics to write about which influence lead generation include:

- New products and new product development
- Entering a new market or region
- Introducing a new partnership
- Receiving an award

Its imperative that the content should be customer centric, clearly explain what consumer requirements the topic relates to and how your business is solving those needs.

### **Embed multimedia!**

According to a report from PR Newswire, news releases that include media formats such as photo's, infographics, video, or PowerPoint slides out-perform text only releases by 77% ,in terms of reader response and engagement.

By providing relevant content when and where your customers will consume it you will quickly raise your profile and enhance your reputation facilitating and speeding up sales cycles.



# 4 Competitions

Educate, inform and amuse your customers for free – well almost free! Competitions and offers are often overlooked when it comes to planning lead generation campaigns, but they can be extremely effective. For the cost of a prize, the business can directly engage with its target customers.



Capturing opt-in email addresses as a condition to enter a prize draw is a great way to build a database of potential customers. After the draw you can continue to market these leads by sending them news, updates and offers.



## Put social media to work!

Social media enables you to directly address your customers. Posting and sharing news of your competition on Facebook, LinkedIn and Twitter enables you to create awareness about your business. These platforms offer targeting and profiling tools based on customer demographics such as location, job title, age, sex and interests. Enabling you to reach customers who are more likely to be receptive to your promotions.

## Modify the offer for B2B markets

If it's not feasible to offer your product/service for free, an effective method of gathering leads is to run prize draws/competitions at trade shows or within trade publications where your target buyers will see it. Offer a prize which is both useful and appealing to your buyer, such as an iPad, smartphone etc. in exchange for customer details. In both B2B and B2C markets, make sure you abide by the codes of practice and laws relating to your industry regarding prize draws and competitions.

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