

Ellcom Backgrounder

An e-newsletter from Ellenbecker Communications focusing on the PR, marketing and creative needs of B2B equipment manufacturers

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Does PR really add any value to my business?

It's a fair question. And when dozens—maybe even hundreds—of other urgent matters are clamoring for your attention, maybe the snap decision is “No. A press release, an article—they're not asking for the sale. And if they're not asking for the sale, what good are they?”

Don't be a stranger

If your company is so big and pervasive that customers know every category of product you make and they come to you to buy, then skip the rest of this article. You might not need everyday PR.

But as a former salesman and sales manager who specialized in new business development, I can tell you that the biggest helping hand my marketing department's PR people could give me was to make sure that my company and my products were not strangers to my prospects. PR could do that by making my company's products a familiar and comfortable presence in the media that my prospects read regularly.

I'm talking about well-written, credible editorial content. Press releases, job stories, white papers—that kind of thing.

Let's call your target demographic “Bob.” Right now, if he is not already a customer, his opinion of your company and product line is based on hearsay and whatever he's seen in ads. We'll call him “Uninformed Bob.”

Contrast that against a scenario where Bob has seen about one press release a month in the trade press detailing new products, new upgrades, special programs, key new-hires or internal promotions or growth announcements. He's read case histories about guys like himself and how your product solved a problem for them—not heavy-handed advertorials, but stories about the job itself, which mention your products in a properly journalistic tone and are really interesting to read. He knows that your company is growing, that it's an exciting bunch of people to be associated with, it has products that a lot of his peers have come to trust. This is “Well-informed Bob.”

Which version of Bob would you rather sell to?

That's the value PR brings.

You have the stories—tell them!

Like most of your peers, you represent an honorable company that really tries to create the very best possible solution for your customers. Not only because it is the right thing to do, but because that is the way to financial success. But remember, no matter what you do, no one will know it except those for whom you do it unless you shout the story from the rooftops!

And PR is the tool you use to do just that.



Matt Fueston is an Account Manager for Ellenbecker Communications, is responsible for new business development, and contributes as a staff writer. He believes in the intersection between Sales and Marketing. A longer version of this article originally appeared on the Ellcom blog.

Ellcom Trip Alerts

If you have a story or photo opp in an area that we're already visiting, there is a substantial savings in travel cost for all parties. The following are the trips we're tracking as of this date. We know you are all aware of how job story plans can change, of course!

Late September, early October
Western South Dakota
Midland, TX area
Indiana

Mid to late October
A couple of weeks in
Indonesia
Quebec, Canada

December
A week or so in Kenya

That's all for now
More updates in the next edition
of the Ellcom Backgrounder!

Ellcom at ICUEE, Oct. 1-3

I'd love to meet you in person at ICUEE—let me know if you're going to be in Lexington for the show the first week of October. I'll be attending to visit with some clients, meet with our friends in the media and attend a few educational sessions.

Our Tradeshow Manager, Jenny Ellenbecker, will also be at the show in support of one of our clients, and if you have any questions for either of us about ways we might be able to help you prepare for CONEXPO-CON/AGG 2014, be sure to let me know. Jenny will have some free time on the second day of the show. (Can you believe that we'll be in Vegas for CONEXPO in just seven months or so?)

For those of you in the oil and gas and mining industries, I'll let you know which of your upcoming shows I'll be attending in a future edition of the *Backgrounder*.

—Matt Fueston