

ellcom Backgrounder

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

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Are you sending out enough PR?

If your company has more than a handful of products and yet your last press release was in February of this year—or 2010!—the answer is probably “no.”

“Wait a minute! Aren’t we always reading marketing and PR articles that say editors hate getting inundated by too many press releases?”

Excellent question! However, a better question is, “What is the rule for determining whether we should send or not send a press release?”

“Is it newsworthy? Does it apply to the readership of the magazine we’re sending it to? Does it actually say anything?”

Exactly!

You DO have stories to tell

Maybe you are too close to your products to be able to be truly impartial. You deal with them every day. Nothing that your company or products do or say can really surprise you. That is why you either need to consult an outside authority like an agency or train yourself to think like an outsider.

In our experience, all companies have stories to tell, have news to report. Talk to us—or any other good agency—and I’ll bet we can uncover the news.

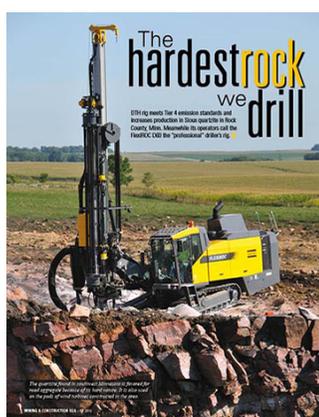


And what of the editors? Remember, the editors aren’t against press releases or stories—they just don’t want stories that don’t make sense, will take hours to re-write, are poorly researched, sound like a sales pitch or that don’t address their demographic. They need stories to keep their magazines full, interesting and relevant. They want your stories! And yes, that includes press releases.

How much is enough—or too much?

It depends on your company, the size of your market, the number of products and different categories you have and the industries in which you play. But in general, for larger companies with multiple categories, if you don’t send out, on average, at least one press release per month, you are likely overlooking something. (Obviously, if you have just a few products, this number may be smaller.)

And at least a few times per year, you need to commission an application story or case study to submit to the trade press as an editorial piece. Writing and overall journalistic standards have to be at least as high as those of the magazines, but given that, your stories will find a home. This will help to keep your message and your company toward the top of your potential customers’ consciousness.



Nothing communicates your message better than a well-written job story.

We’ll take it as a given that you’re not going to try to publish a press release that says no more than, “Hey! Here we are! Woo-hoo!” But any real info that you have to share with the trade—be it new product, an upgrade to existing product, a new location or a new vice-president of something—is information that the editor wants to know and to share.

Bottom line

What is the bottom-line? If you don’t have the time to stay on top of PR, have someone else internally or externally handle it for you. It is just too important to let slide for 6 months, as I’ve seen on many equipment manufacturers’ websites. Or a year. Or two. Or more, in some cases.

If you need help, give us a call—maybe we can steer you the right direction even if you don’t end up as our client.



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.

Meet us at the Show

We’ll have people attending several upcoming shows, and we want to make sure you know where you will have a chance to talk with one of us in person! At most of these shows we are managing all or part of one or more clients’ booths, including press conferences and special events. Some will have just one Ellcom staffer in attendance, and others will have from three to eight of us wandering around in some capacity or another. But we can always make time to visit with you during those times we’re not assigned booth or other duties.

Event Name	Dates	Location
Power-Gen International	Nov. 12-14, 2013	Orlando
CONEXPO CON/AGG	Mar. 4-8, 2014	Las Vegas
The ARA Rental Show	Feb. 9-12, 2014	Orlando
OTC, Offshore Technology Conference	May 5-8, 2014	Houston

Planning for '14

I know that some of you have your 2014 plans locked down tight already, but as I chat with marketing managers around the country, it appears that most are still in the planning stage to some degree or other. A lot goes into your marketing plans—of course, you’re all getting dozens of calls from the trade press about advertising, but that is just part of the plan you’ll ultimately implement, I know.

There are trade shows, with all the pre- and post-show marketing that entails, not to mention the booth itself. You’ll be working on your editorial planners, too, based on what your product managers have told you about product launches in the pipeline for next year. And of course there are all the demands now being put on your departments to create content for the web-site, for social media, for direct-marketing efforts, special content in support of your dealers—it never ends.

Of course, that’s one thing we love about this business. The constant change and the challenges those changes of challenge. But if you find yourself needing help with a chunk of that challenge, please give me a call! It doesn’t cost a thing to discuss your situation—and I’ll give you the best counsel I can, whether that results in work for us or not.

—Matt Fueston