

10 ways to maximise PR value

A decorative line graph with five data points, connected by lines, showing an overall upward trend. The graph is rendered in a dark teal color against a dark blue background with a purple gradient at the top.

01 Create a bank of new content

Today's PR best practices, from rapid-response trendjacking to disciplined crisis management, can all be planned in advance.

Spot an industry-changing initiative on the horizon?

Want to take a controversial stance on regional or international legislation?

Plan your response.

This horizon-scanning approach waves goodbye to last-minute 'planning sessions' which rack up big fees for large legacy tech agencies. Forget heavyweights pondering a plethora of different approaches.

Positive does the same job in less time, delivering more long-term value faster.

Preparing your response means maximising your value from planning

02

Combine PR, social and lead gen tactics

**Save 50%
or more**

Total PR Spend

Savings with Positive

Sales campaigns should be boosted with the integration of marketing, PR and lead generation activities

The tech industry believes more is more, constantly innovating and bundling powerful features. Spreadsheets became dashboards, word processors merged with dropboxes, and customer databases are now CRM systems.

When blended with other marketing tactics, PR delivers brand credibility in both good and bad times. Combining earned media outreach with lead generation and social amplification boosts sales campaigns.

Integrate with Positive.

03

Use AI for basic planning

Need a speaker events calendar? Outbound sales campaign script? Researching customer issues in a new target segment?

AI delivers value - to a point.

But bots can't run live press interviews, write humorous pitches, or lead a freewheeling brainstorm. Experienced PR teams bring knowledge of what didn't work last time. Their detailed best practices mean they course-correct. Positive offers the best of both - real savings where AI makes sense, and unreal human creativity.

Use AI to allow your team and PR agency to focus on added value

04

Use your PR agency's expertise to supplement your inhouse skills

We accept that our clients know their own tech best, while we hold the expertise on what the media cares about. We believe dynamic inhouse teams can cost-effectively perform traditional PR activities without incurring external fees. But they can't do everything.

Recognise the following?

- + Your agency presents pure-sponsorship deals as speaking engagements, meaning you incur additional costs
- + The content of your media training sessions is not documented or re-used
- + The agency won't let your inhouse team draft campaign messaging

Ask Positive how we can help you maximise the value of your inhouse team.

You don't have to over-rely on your agency - power your inhouse team to deliver value

05

Use AI for EARLY content prep

Some claim AI will replace content marketing 'en masse'. They point to recent big tech layoffs in content moderation. They conveniently forget that big tech uses user-generated content. These were never content-creation roles.

AI is excellent for quickly collating vast amounts of research into generic readable content. But B2B tech buyers still expect content with a human touch, sharp answers and detailed explanations, not AI hallucinations.

AI cannot replace well-executed and human quality-controlled B2B content. Think Positive.

Humanise your content - it will make a difference in the marketplace

06

Focus on fewer, higher value media outlets

Save 15%
or more

Total PR Spend

Savings with Positive

[Read the Xydus case study](#)

A targeted media strategy ensures the most successful coverage

Some titles are bigger than others. And some are more important to your customers, partners, employees and even those who govern. So why target every title, all year long?

Positive believes that ‘doing it all’ is the opposite of a strategy. The smart move is thoughtful engagement only with the media that really matter. This may mean focusing product news on technical titles and analysts. It may involve a campaign to target broadcast outlets, designed to reach the eyes and ears of the government.

Positive’s focused campaigns deliver tangible business value.

07 Measure only the PR goals that matter

Reducing targets can seem negative. But increased certainty of hitting targets is better than overestimating your media appeal and failing. Overestimating how attractive your message is sets your PR team up for failure.

Focusing on fewer media targets, even for a quarter or two, perhaps upgrading to only top tier coverage, can be just the shot in the arm your brand needs. Retargeting your PR team on quality over quantity can reduce fees and boost morale.

Positive will prove that to you.



Less is more when quality is better than quantity

08

Continually recycle PR content

Experienced marketing teams know that PR is underleveraged. Squeezing the maximum from PR pays off, especially in a downturn. Employees and sales teams may occasionally celebrate earned coverage but few really use it to drive sales systematically.

Ask yourself the following questions about your content and coverage:

- + Are your partners reposting everything?
- + Are employees sharing to their network?
- + Who informs your customers and prospects?

Your earned media is not only consumed on the day it is published. It is part of your company's story. Our clients love recycling content to squeeze more from precious PR resources, using it in sales pitches, websites, email campaigns, and social media outreach.

Positive adds more value.

By reformatting and recirculating existing content, you can maximise value

09

Hold the retainer - go project by project

All PR consultants love guaranteed retained income streams. But in times of tight budgets, retainers may be untenable. There are economies of scale to be found by engaging external PR consultants only when needed, perhaps for a fast turnaround program with specific high impact goals and a clear endpoint.

Bringing on a new agency, even alongside a retained agency, brings new perspectives and a new vibrancy. Projects also allow you to decide if an existing relationship should develop or reach a natural conclusion. Positive has built many long-standing retained relationships through initial project work.

Try us before you retain Positive.

**Project work allows you to
'try before you buy'**

10

Replace your big legacy agency

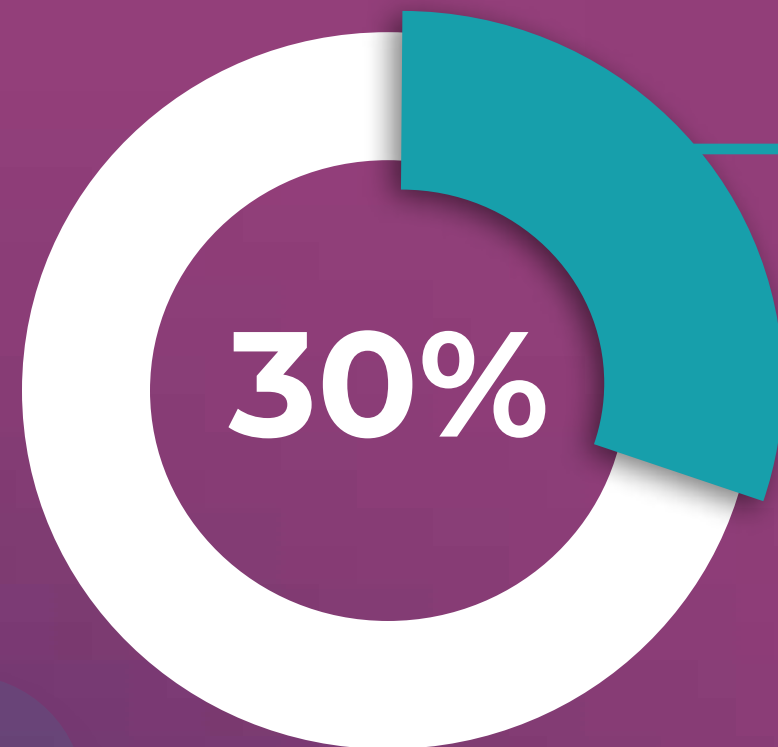
Reassess the value your current PR legacy agency provides. Check that their results reflect what you need today.

- + Are you given the care and attention you feel you deserve?
- + Does the team look interested in calls and proactively suggest new ideas?
- + Does your agency consult or just follow directions?

Now is the time to make a Positive change.

Save 30%
or more

Savings with Positive



A smaller, expert agency like Positive, can demonstrate value through outstanding results and market cut-through

Positive is the world's first Credibility Capital consultancy

We build capital in the form of meaningful tech marketing.

Our clients come for projects and stay for decades. Some have even left us only to come back later, realising what we built for their brand of B2B Technology delivered differently.

Read more [here](#)

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