

Industrial PR and the “Power of the Truth”

*Industrial Trade Article Generates a “Stunning” Lead
From Major, Prospective Customer*

EonCoat, a Wilson, NC-based developer and manufacturer of a new type of VOC-free, protective ceramic coating that prevents corrosion at industrial facilities, has always been a believer in the power of industrial PR to generate high quality leads.

For many years, EonCoat has engaged one of the leading industrial PR firms in the United States – California-based Power PR – that writes feature length editorial articles (not ads) and places them broadly in targeted trade publications. The result has been nearly 200 articles, which have generated a substantial quantity of qualified leads.

So when an ideal target prospect from a major water works company phoned EonCoat and requested a meeting it was a pleasant, but not completely unexpected, development.

However, it was what occurred at the in-person visit that stunned EonCoat’s President Merrick Alpert. The potential customer contact, an engineer, walked into the meeting with a trade magazine open to a feature article and said: “This is why we contacted you, this is why you are here.”

The engineer was referring to a specific article about the company and its coating Power PR had placed in *Material Performance*, the prestigious official publication of the National Association of Corrosion Engineers (NACE).

Alpert says the engineer then began to refer to specific content in the article: *Here are some tanks you coated that are similar to ours; this person in the article was quoted as saying the coating eliminated rust, here are the benefits we like about your product...*

“The prospective customer had not

only read the article, but also really internalized the benefits of the product that were reflected in the article,” says Alpert.

According to Alpert, he attributes the success of the Power PR trade articles to the “power of the truth.”

“It’s a great example of how you can create a truthful, accurate depiction of your company and product and if you can get it in front of people – particularly if it involves customer testimonials – it is really effective and can motivate them to action” says Alpert.

Power PR is unique in several ways. Unlike PR firms that merely email out short press releases, Power PR crafts industry-specific, issue-based features that typically include third party testimonials and quantifiable results enjoyed by satisfied customers.

The company’s media relation specialists then call editors, pitch them over the phone, follow up, and often make requested edits until the story publishes.

Power PR is also performance-based, which means it guarantees clients up to five published articles per month and only works on month-to-month contracts.

Alpert says the next steps with the water works company are already in progress, including test projects on specific equipment that he believes will lead to significant future business.

“Power PR deserves the credit for this one,” adds Alpert. “Had they not generated the article, we never would have been in front of that customer. In our view, this recent lead is a very good example of how all the hard work Power PR has done for us over the years comes to fruition.”

For more info about Power PR call (310) 787-1940 or visit www.powerpr.com.