

Industrial PR Steps into the Digital Age

Power PR offers its clients the technical knowledge and online expertise to put their message in front of the most valuable readers

In today's digital age, companies are searching for cost-effective ways to increase revenue by generating a large volume of qualified leads. However, it can be challenging to know precisely how to reach the ideal target audience: the prospects that have a need for the product and the power to make (or influence) a purchasing decision. In addition, the multitude of commercial messages delivered to a prospect in a day causes most to be tuned out and very few even scratch the surface of your ideal customer's consciousness. These days your marketing must be credible to be effective, or your product essentially remains "the best kept secret" on the market.

It is therefore critical to establish the awareness and credibility for products by highlighting the benefits, differentiating it from the competition, and supporting the message with customer testimonials. Then that message needs to be seen and read everywhere the prospect receives their information, with unrelenting repetition. Today, that is online and in their e-mail inbox.

"As online readership increases, it has never been more crucial to be visible in every digital media outlet possible with feature length articles that promote your product's uniqueness with repetition," says Jeff Elliott, president of Power PR. "With this approach industrial firms can reach tens of thousands of prospects in many markets in a very economical form of promotion."

Power PR is well-positioned to ease Industrial PR professionals into the digital age, using its experience and knowledge of the changing landscape to ensure the Industrial PR sector is not falling behind the

digital curve. The company was founded more than 30 years ago, when the internet was still in its nascent stage and print trade publications reigned supreme. At that time, it was imperative for industrial OEMs to be featured in the editorial section of print publications, not just the advertisements.

But a lot has changed since then, according to Elliott. The internet has become the go-to place to promote industrial products, and even print trade magazines now offer extensive additional online content, e-newsletters, and digital edition flipbooks that have the look and feel of print issues. Some still offer hardy copy publications, but many have transitioned to digital avenues to distribute information.

"When you think about the purpose of public relations, it essentially means getting your message out on the available media channel that reach the audience you are targeting. However, over the past decade the media channels have shifted and changed significantly. Now, OEMs of industrial products need to promote online in digital trade magazines, online news sites, and social media like LinkedIn. To be found in online searches, this content must be published across a broad swath of avenues so that it can be discovered and have its intended impact on the prospect," explains Elliott.

Many of these same media channels end up directly in consumers' inboxes as well, for example trade publication digital editions and e-newsletters are regularly sent to email-based subscribers.

Although the way people get their media has changed dramatically, the way Power PR approaches content creation and

publicity has not changed much at all. Feature length articles continue to be valuable to industrial product OEMs because of the technical nature of the products. In a feature article, there is room to tell your story by highlighting the many benefits of the product, explaining complex technologies, and increasing credibility through third-party endorsements.

“What I find interesting in promoting to the industrial sector for the past 30 years is the techniques we use to generate a large volume of online media placements is essentially the same over this entire time. The entry point for online trade media of all kinds are the same editors that put together the print magazines,” says Elliott, adding that Power PR has been able to generate between 60 and 100 feature articles each year for many of its clients using this approach.

As the majority of business-to-business interactions move to digital media, Power PR is further staying on top of the “new normal” by creating compelling feature content for its clients utilizing its extensive technical experience and knowledge of the industrial landscape and adapting it to the digital age.

This includes taking existing feature article content they write and repurposing it to align with the style and voice of various social media platforms. In addition, because video content on LinkedIn garners more views than written content, Power PR is now offering video representations of articles, a summary of an article put it into video form with an added professional voiceover that is posted on LinkedIn.

One new space where Power PR has found valuable B2B reach is LinkedIn and Facebook groups, a place for people with similar interests to convene and find content that relates to their industry. Social Media groups post relevant articles to a defined

membership, complete with counts just like the circulation of trade publications.

Simply by virtue of prospects searching for and joining groups, the users tend to be more engaged and active on the platform. Those who have joined groups receive articles about their specific industry or topic directly to their newsfeed, making it a place to reach those who are not already direct LinkedIn “connections.” This is an innovative way for industrial firms to deliver promotional messages directly to potential customers.

Using as many media avenues as possible for putting media in front of a targeted audience of potential customers is the best way to stay visible and relevant in the digital age. However, it is also key to supplement these channels by reaching prospects in another place they rely on for information that is relevant to them: in their inbox, including with direct emails.

This can also be a place to repurpose feature articles into direct e-mail messages to increase understanding and, when online only articles are referenced and linked, can even increase the readership of published articles. This type of program can generate a flow of qualified leads that are converted directly to sales.

Given repetition is a central tenet of marketing, having the content repurposed for many different channels can help with this immensely. A well-crafted message published in as many online media outlets as possible and received in prospect’s inboxes, will cement the perception of the product in their minds and encourage them to learn more.

For more information, contact Jeff Elliott at Power PR at jeffe@powerpr.com, call (310) 787-1940, or visit www.powerpr.com.