

TEMA TECHNOLOGIE



MARKETING AG

AACHEN • BERLIN • DORTMUND • PARIS



COMMUNICATIONS TO
SUCCESS

Dancing with the devil

Academy, Nages Sieslack, 28 April 2005





COMMUNICATIONS TO SUCCESS

**"One tiny little minute, just
sixty seconds in it. I can't
refuse it. I dare not abuse it.
It's up to me to use it."**

Martin Luther King Jr.



COMMUNICATIONS TO SUCCESS

What is press work?

Press work is making it possible for the client to have a high-profile presence in the editorial, FREE OF CHARGE.



COMMUNICATIONS TO SUCCESS

Press work is ...

NOT buying advertising space.



COMMUNICATIONS TO SUCCESS

Why is press work important?

- ⇒ Messages and information come across efficiently and widely
- ⇒ Editorial contributions are objective, well received and have a high degree of credibility



COMMUNICATIONS TO SUCCESS

What can you promote?

- ⇒ Brand
- ⇒ Product
- ⇒ Event, etc.



COMMUNICATIONS TO SUCCESS

Types of press

- ⇒ Trade press
- ⇒ Financial and Business press
- ⇒ Electronic media
- ⇒ Regional press



COMMUNICATIONS TO SUCCESS

Where do you find them?

- ⇒ In house press database
- ⇒ Bacon International Media Directory
- ⇒ Online media directory – www.mondotimes.com
- ⇒ Other sources .e.g. trade fair, client, etc.



COMMUNICATIONS TO SUCCESS

Homework is necessary

- ⇒ Find out all necessary info, i.e. circulation, publication frequency, relevance to your client, etc.
- ⇒ Know the topics the magazine covers and the editorial calendar for the rest of the year.
- ⇒ Know the subject matter thoroughly, i.e. client's products, manufacturing ethics, size of growth, turnover, etc.



COMMUNICATIONS TO SUCCESS

Establishing contact

Always remember

- ⇒ There is no need to be afraid of the press. Journalists are only human!
- ⇒ When calling, be confident, precise, concise

In the long term, it is worth having the security of an open, honest working relationship



COMMUNICATIONS TO SUCCESS

First contact

- ⇒ Introduce yourself
- ⇒ Introduce TEMA
- ⇒ Introduce your client
- ⇒ Introduce the subject matter



COMMUNICATIONS TO SUCCESS

Other matters of interest

- ⇒ If your client has money to advertise, inform the editor
- ⇒ Large publications have different editors, i.e. news editor, technical editor, feature editor, etc. Know all of them!
- ⇒ Always ask how the journalist prefers receiving material, i.e. e-mail, fax, etc.
- ⇒ Always PDF the document and copy PR into the body of the e-mail as text



COMMUNICATIONS TO SUCCESS

Press releases

- ⇒ E-mail
- ⇒ Follow up after 3/4 days
- ⇒ Follow up after 2 weeks
- ⇒ Follow up after publication date

Follow up is most essential for getting press releases printed.



COMMUNICATIONS TO SUCCESS

Case studies

The press loves case studies because they make great stories: they include a challenge, a "hero" that solves the challenge, and have a happy ending.

Case studies needn't be pitched as exclusives, but not to the same kind of publications.



COMMUNICATIONS TO SUCCESS

Pitching article

- ⇒ Good understanding of media calendar
- ⇒ Discuss the opportunity with the publication
- ⇒ A brief synopsis of the article
- ⇒ Determine publication issue

Article is pitched as exclusive. If you want to pitch the article again, change the angle, photos, etc.



COMMUNICATIONS TO SUCCESS

Organizing press conference

- ⇒ Send out a media alert
- ⇒ Contact journalist
- ⇒ Send out personal invitation
- ⇒ Follow-up 2 weeks before event
- ⇒ Follow-up 2/3 days before event
- ⇒ If the journalist is new to the industry, provide some background when sending out invitation
- ⇒ Brief client on all the publications to ensure that everyone gets something to bite on



COMMUNICATIONS TO SUCCESS

Ideal relationship

- ⇒ For every client, regular and good contact with at least 6 publications
- ⇒ Regular follow-up
- ⇒ Publication contacts you if there is an opportunity
- ⇒ Regular clipping
- ⇒ Complimentary subscription (optional)