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WHO NEEDS PR ANYWAY?

Whether you are a supplier, distributor or Manufacturer's Representative firm, all of your target audiences and prospective audience members need to know everything about you to make an informed decision. This includes new products developed, new suppliers added to line cards, company expansion news, services offered, project wins, awards and on and on. If it's news that impacts your business, informs your target audiences, benefits your target audiences or improves your company awareness, then you need PR.

Why? Because no other communication tool reaches more "eyeballs" for the money than a strategically distributed press release. For those of you who attended the Strategic X Marketing webinar at the NEMRA21 conference, one of the things we discussed was the numerous ways important visitors to our website find out about us. In today's world, none of us can totally capture the information gathering preferences of our target audience members. So, unless we have million dollar communication budgets, we have to get strategic about the way we inform.

That's where PR comes in. Today, press releases can still be picked up in print, but they are also picked up in media partner newsletters, media partner websites, channel partner websites, LinkedIn posts and other social media posts just to name a few. Consider this: if a press release is picked up a media partner that has a newsletter that goes to 25,000 subscribers, is seen on their home page viewed by 1000 people a day, is covered in their print magazine which goes to 30,000 subscribers, gets picked up by a distributor website and then, gets picked up by 10 other magazine/newsletter sites. Conservatively speaking, your news just reached 560,000 sets of eyeballs and that's not even counting the impact from social media.

Below are example links demonstrating PR coverage on product announcements and an award.

- Greaves SNAP! <https://www.connectortips.com/compression-connector-simplifies-installation-in-tight-spaces/>
- Atkore/Calbrite BriteRail <https://electricalnews.com/atkore-expands-its-sanitary-strut-product-line-for-food-safety/>
- Myers and Associates <https://www.ewweb.com/news/rep-news/article/21140871/myers-associates-electricals-bell-smashes-sales-record-for-ilsc-taskmaster-tools>

PR provides regional, national or global coverage, and still provides the biggest bang for the buck. Contact Strategic X Marketing to learn how PR can support your sales efforts.