



Audience Relations

Clear Articulation

Press Release Pipeline
Customer Evangelist Programmes
Media Audit
Audience Selection
Writing
Broadcast
Distribution
Blogging and Microsite Development
Audience Relations Campaign Management

Audience Relations

Clear Articulation



Strategic communications with media audiences and specific contacts of influence, not simply a way to spend money and show printed articles in the press.

For many years Anderson Baillie has campaigned that public relations should not operate in isolation but work as an integral and integrated part of the overall communications mix. Rarely, from experience, have we seen this.

Why does the public relations function operate autonomously?

Anderson Baillie is regularly asked to come in and meet to discuss the development of complex marketing plans for clients whose products are difficult to explain or describe. These plans are always a mixture of communications and always have lead driven targets. The name of the game today is leads and quality leads – opposed to simply generating a brand, as few companies can afford that luxury.

In most cases, this issue applies only to the marketing communications side and for most they separate the public relations activities to the side. Here the targets become ‘fuzzy’ with jubilation when three column inches are presented on the company often in an irrelevant periodical or publication – but none the less, it’s publicity!

So why have our clients adopted these differing rules of engagement? Some will argue that you cannot apply such rigorous targets to public relations. Others prefer to leave it simple and demonstrate to the Board the columns of print as an example of performance.

Anderson Baillie has an alternative.

You shouldn’t be looking for PR but AR

Anderson Baillie prefers not use the term public or press relations and has developed what is described as Audience Relations – strategically driven communications with targeted media audiences reflecting and promoting the sales engagements in parallel with marketing communications.

A single strategy, Audience Relations working from within its parameters and goals, not outside them.

It stems from Anderson Baillie’s Business Growth approach where we place best practice strategic thinking behind marketing communications and also sales engagement. It begins with understanding the business goals and then simply applies a co-ordinated approach of ‘burden’ to each of the business functions to achieve them. Sounds simple but if the strategy is right, it really is possible.

The key is bringing all the functions of sales and marketing, channel and partners together. Likewise, at a granular level it is matter of creating sound and compelling messages and then driving these into the market. We are all well aware of using propositions in marketing collateral and sales – so why not use them in media or analysts interaction?

When creating the marketing and sales strategy Anderson Baillie brings Audience Relations directly alongside other communications disciplines and applies its targets in the same way as you would advertising or direct mail, events or account management.

Using the messages our clients take to market, Anderson Baillie then plans and executes deliberate tactics to generate marketing interaction – not randomly but specifically about the issues your target customers need to hear about. No more random reporting, no more facile stories that have little relevance to the sales and marketing campaign – total integration through strategy.

Audience Relations – a service and a strategy

Anderson Baillie’s service shares the same strategic route plan followed by the Anderson Baillie Business Growth methodology.

By working alongside the proven Business Growth approach, the strategic assets that will determine the success of the business are embedded into the audience relations measures applied accordingly.

At its best, Audience Relations plays a pivotal role in driving business growth. Through the media, both strategic and tactical goals can be delivered, priming a market, contrast group or indeed educating and enforcing a market. From gaining perceived ownership of the issues and the values that drive your brand forwards, to tactically supporting sales campaigns into specific vertical markets and providing the collateral and endorsements needed to establish your credentials with potential customers.

Translating sales messages through the media

Tight integration with marketing programmes pays further dividends, such as creating campaigns that deliver the ownership or creation of new issues that matter most to your customers that actually support lead generation programmes. Integration that allows the sharing of messages across all marketing materials and the feeling that outsourced audience relations need not be based primarily on the philosophy of the client as a profit centre.

Audience Relations helps by creating challenge and dialogue

Audience Relations starts with targets – needs and goals. With Anderson Baillie you quickly identify these, adapting the core issues of the marketing campaign and move them into provocative statements or ‘media engagement/arguments’ that surround the ongoing editorial agenda. These become the hooks for you to participate in the ongoing debate. This is the only effective way to participate in the debate whilst maintaining a focus on sales and business development and not column inches for the sake of it.

Audience Relations – Managing Analysts as a channel in harmony with the strategy

Part of any media strategy to your customer base nowadays has to include the access and influence of analysts – whether business or IT /technology driven and how it is possible to promote your product, services, selling arguments and strategies through them and to them.

Many PR companies see analyst relations as a bolt-on incremental revenue generating service that necessitates separate messaging and a channel of communications. Audience Relations prefers to see the analysts group as a component amongst the various members of your core audience and looks for the value of synergies amongst this group as a whole.

The ability to integrate analysts into your target audience makes the difference between replaying the same old product centric mantra and articulating a coherent issues-led strategy that’s seen as resolving your customer’s issues.

Developing a structured reference programme by Audience Relations

When it comes to developing a personality to companies and products/services, Audience Relations considers carefully how this is achieved through the development and management of case studies and references. Rather than mere ‘new deal broadcast’, case studies are developed to support the overall messages of the business development campaign – and those reasons which attract other customers. This argument may initially be lobbying for change and the case study proof that the change is possible. There is always a strategy behind audience relations – no more random case study writing and broadcasting to editors.

Furthermore we advocate direct media contact plans for key customers, since any copy worth reading will be driven more by direct media contact than words on paper. Such plans allow you to help your customers achieve results that’ll make a difference to them – and make endorsing your proposition in the media much less onerous.

Audience Relations – it’s a measurable difference

As with any of the related marketing disciplines Audience Relations is measurable. It’s a process that audits your performance in the media against your key competitors. Apart from providing a readily understood performance indicator that benchmarks our performance over the course of the campaign it’s a tool that demonstrates the effectiveness of working to treat your key audiences as a cohesive whole.

Audience Relations – strategic communications with media audiences, and specific contacts of influence. PR is simply a way to spend money and show printed articles in the press.

Experience proves audience relations works well while PR just spends cash

Our many years of experience in technology marketing has led to the creation of Anderson Baillie Audience Relations, twelve years witnessing the results of bad PR and learning the lessons of good communication and making them an integral delivery component of your Business Growth strategy.

Further Reading and Information

Integrated Marketing Communications

Read about our Integrated Marketing Communications and learn about a smarter way to market.

www.andersonbaillie-projects.com

About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

www.andersonbaillie.com



Member of the Association
of B2B Agencies

Anderson Baillie

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire WA4 6NU.
Tel: +44 (0) 01925 217250 Fax: +44 (0) 01925 217251 Web: www.andersonbaillie.com

Anderson Baillie Audience Relations.
Part of the Anderson Baillie Group solutions.