

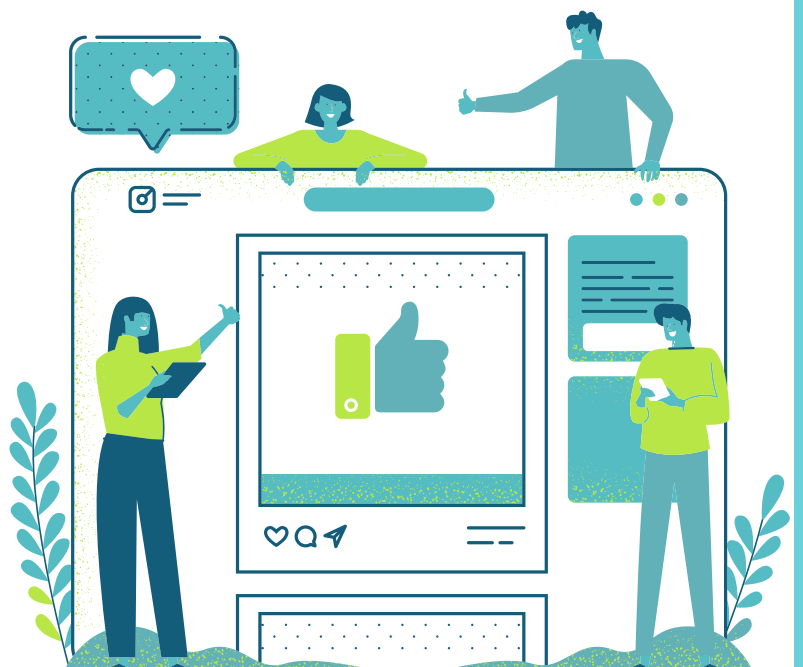
PLANNING 2022: OUR 3 PART TECH MARKETERS SERIES

PART 1 - INSIGHTS

PART 2 - OBJECTIVES & MEASUREMENT

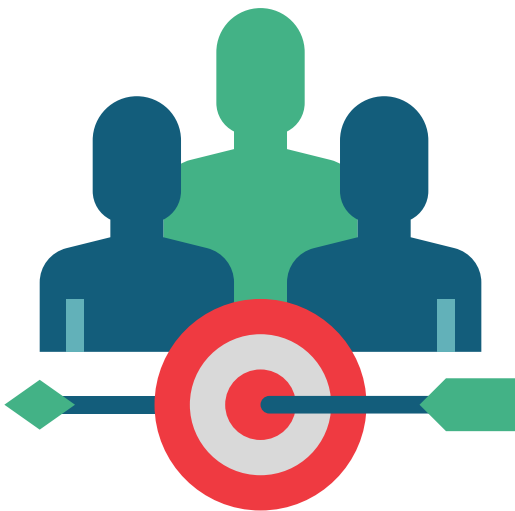
PART 3 - ACTIVATION

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PART ONE - INSIGHTS

The last 18 months have effected radical changes on the mindset and behaviours of all audiences. But personas and customer journeys continue to change. Assumptions are more dangerous than ever. So our advice? Listen. New insight methodologies and new platforms are there to be used. You don't want to drown in data but you do need to understand what will motivate your core audience now...in a month...in a quarter.



...Be brutal with the insight you gather. Laser focus on your audience hierarchy...

Who is it that will truly be the catalyst to achieving your goals? What motivates them and what drives them mad? Pick your battles in order to be able to really effect change. What level of seniority do you really need to reach: the decision-making C-suite or the operational managers?. Consider allocating some budget to bespoke quantitative insight. Done well, not only can it be used for planning but can be brought into your creative brainstorm and of course used as data-led earned and owned media content.



There are plenty of ways to generate a valuable level of understanding, without spending a fortune. Now is the time to update your competitor analysis, the media landscape analysis and a key narrative analysis across traditional and social media. Use your customer base, social following or industry influencers to gather all-important intel that will give your campaign effectiveness the edge. We also work with clients to benchmark what success looks like using mastery modelling - a great tool to use every twelve months. So often B2B brands overlook this part of the process, but it is nimbly done with the right tools, and truly game changing for ROI.

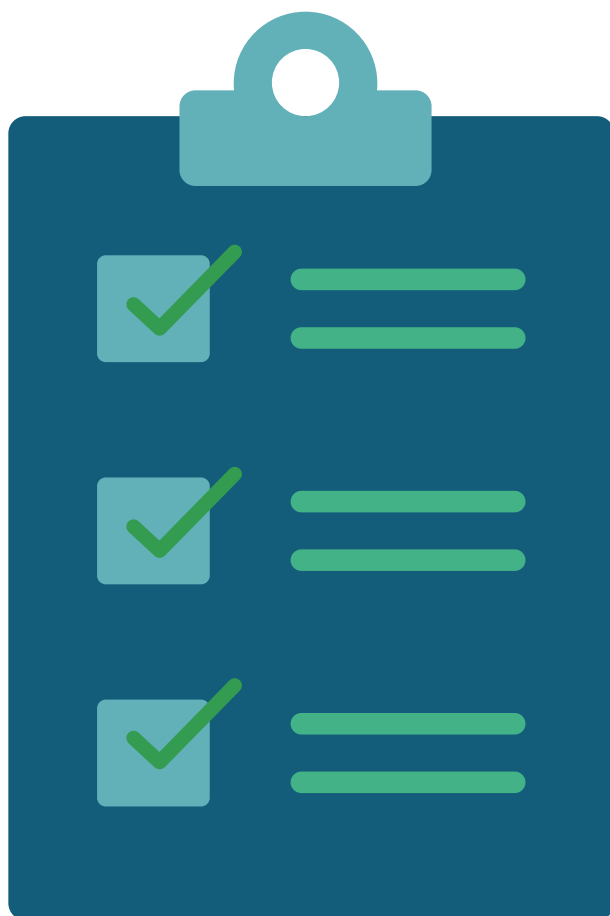
The insights you gather will also allow a review – and potentially a refresh – of your positioning and messaging.

Genuine **differentiation** has never been more important. Given the pace with which B2B tech is moving, what was once a future-facing goal may now be considered a hygiene factor.

Work with your agency to provocatively push on your USP – if they have experience across your sector this can be an invaluable perspective and process.

Pithy **simplification**: what will make your audience sit up, listen and remember you? Don't overload them with multiple complex messages. Even specialist audiences need to be able to grasp a concept quickly and painlessly.

Irrefutable **verification**: update your proof points. What has the business achieved in the last 12 months that can irrefutably prove your USP, your market position. Proof points are an essential part of your messaging toolkit.



Now that you can map what your audience wants to hear with what your company needs to say, you can begin the next stage of your planning: identifying objectives and strategic solutions

PART TWO - OBJECTIVES AND MEASUREMENT

“Raising awareness” is by definition what PR does, so if your PR doesn’t do that, there is a whole other issue. But of course truly valuable PR should do more to support your commercial objectives. We always like to ask clients what pain points they need to resolve. Helping really dig into what needs fixing is often a more meaningful way of setting commercially valuable objectives.

In 2021 we have worked with clients on goals from landing more RFPs, driving demos, shifting policy, fighting off new competitors and entering new markets.

Being open to your PR agency on what the wider goals are beyond profile and exposure. They can then help set metrics which go much further in demonstrating the efficacy of the PR spend in delivering on the wider company's success.



Quantitative message penetration and qualitative perception audits at the start and end of your campaign will benchmark progress on industry education goals.

Messaging and share of voice analysis as well as domain authority tracking are all techniques we use to measure success against competitors, mapped to increasing sales success over time.

Regular access to client data like customer satisfaction, web traffic, MQLs and SQLs make our regular Think Tank review and planning sessions with clients even more effective.



PART THREE - ACTIVATION

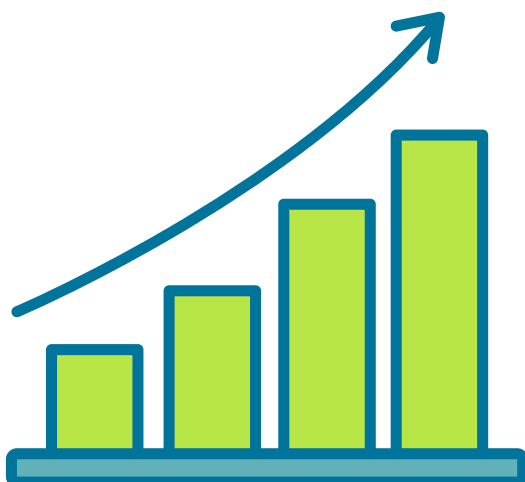
The competition for share of attention with influential business audiences has never been more rife. With's Business Content Index shows that a clear majority –

74%

– of UK CEOs and MDs spend a **MAXIMUM** of 4 hours reading business related content per week – that's not even the equivalent of a lunch break in which to grab their attention.

Bold campaign thinking is needed. Securing editorial in national media is vital with 50% more senior decision makers reading national newspapers regularly than industry publications. With regular appearances for clients in titles from the FT to Reuters in 2021 we have seen client reap the rewards of this.

With's Business Content Index also shows that creative content (for example insights presented as a comic book or graphic novel) is as popular among business decision makers as data-led whitepapers. From infographics to interactive quizzes, we see content done well drive MQLs.



And, yes, it takes a little bit of activation budget but the ROI justifies it. Great campaign thinking will not only drive awareness and differentiation but also web traffic, social engagement and ultimately sales. Plugging in your social and Google analytics to agency software platforms will provide holistic and irrefutable data to communicate success to the board.

The single piece of takeaway advice: don't leave planning too late. Allocate strategic planning time with your PR team and get your PR ducks in a row before the end of the year. You can start January 2022 with clear goals, firm metrics to measure success and confidence your plan will make a difference. Reach out to planning@withpr.com if we can help!



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