DISRUPTION | EXPOSURE | INFLUENCE

5 WAYS TO AMPLIFY YOUR MARKETING RESULTS WITH PR

JOTO™
PR DISRUPTORS

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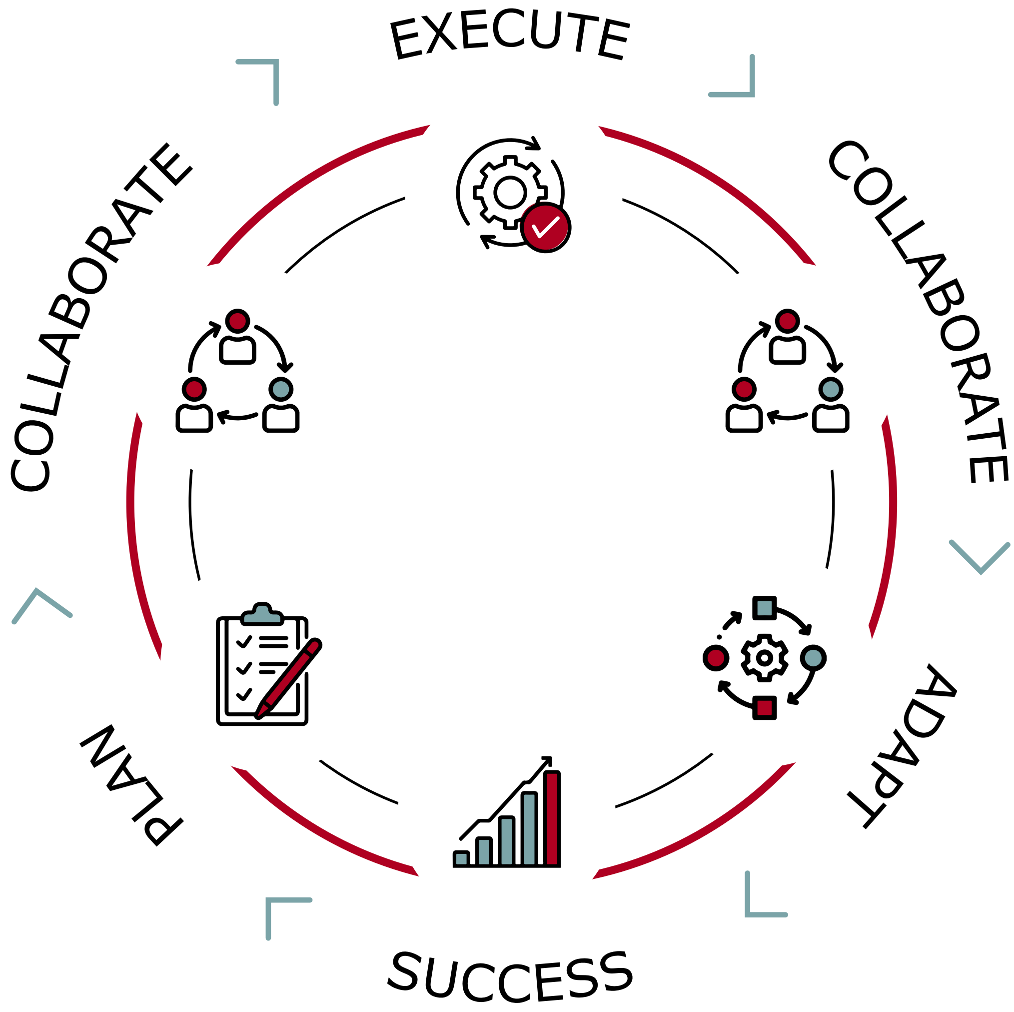
When ***marketing and PR work together***, you're creating a feedback loop that can amplify your visibility by ***10X***.



Marketing and PR Have Distinct and Complimentary Functions

Based on market research done with business leaders named to the U.S. Inc. 5000 list, JOTO PR Disruptors found that **72%** of the CEOs said they used PR to **get their business well known and well thought of**. Invariably they utilized PR to put up an image that they wanted people to remember about them that shows what they do in the best possible light, so people want to do business with them.

So why do so many others confuse what PR is, compared to marketing? And why don't more PR and marketing teams exist in synergy to increase overall business for their firms?

To be fair, public relations firms have done an abysmal job of educating their clients, and the business world in general, on the correct use of PR and how it relates to marketing.

There are lost opportunities when marketing and PR function in separate silos; even with individual success. For example, if a marketing or PR campaign meets an enthusiastic response or achieves above-average results, it's fantastic! But sharing that data between departments allows the company to broadcast effective messages to a much wider audience.

Clear and consistent lines of communication between PR and marketing can be the difference between business mediocrity and greatness. This eBook highlights the importance of each department and how they can work together.

Marketing and PR **Success Metrics**

Nearly
50%
of marketers report that ROI is the most watched metric by their CEO, CFO, and board members.

Most business leaders understand marketing in terms of ROI. Nearly 50% of marketers report that ROI is the most watched metric by their CEO, CFO, and board members.(1) Within marketing, there are many ways to track ROI, depending on the sophistication of the department. At minimum, most marketing departments focus on campaign-level ROI – how much money was spent on the campaign vs how much revenue it generated. As sophistication grows, companies also put major emphasis on total customer acquisition cost (CAC), and this is where the relationship between marketing and PR deliver big results.

Unfortunately, public relations metrics are often not tracked, which is a strategy shortcoming, and a key reason many business leaders second guess their PR strategy. At best, most PR agencies tally up the total number of media mentions, but they can't effectively say how much press is needed to make an impact. It shouldn't be this way – business leaders deserve clear metrics for PR success, and in this eBook, we'll explain how.

"Typical" Corporate Metrics

Most companies track some level of ROI and that's important. But companies that have huge growth potential find ways beyond typical. They don't settle for the status quo. What most companies are missing out on is the collaboration and sharing between PR, sales and marketing, as well as having a robust PR measurement system.

Sophistication Level	Marketing	Public Relations
Basic	Total Spend and Total Leads Generated	Total spend only
Mid-Level	Campaign-level ROI	Number of media mentions
Expert	Customer Acquisition Cost	ROI impact on sales process and marketing campaign effectiveness

What **Metrics** Should PR be Tracking?

For PR agencies to catch up to the more rigorous ROI reporting expected from marketing departments, they should track key campaign success metrics to align with both short-term and sustained growth goals.[3]

Within the extensive market research that JOTO PR Disruptors commissioned of the fast-growth tech companies on the Inc. 5000 who used PR as part of their growth strategies, we learned that the most successful CEOs (year-over-year growth of over 100%) stated unanimously that **"more business overall/more new business"** was the overarching criteria. They also listed the following metrics:

"More people interested in us; more people interested in our services/ products"

- They measured the overall interest coming into the company – MQLs, SQLs, increased communication in general coming into the company.
- Overall Gross Income (GI)
- More people doing business with them over the time of the campaign running

60% of these fast-growth CEOs felt PR was most valuable to them to "keep us visible and keep us known." Specifically, they indicated PR was supposed to "keep them on the map."

42% said PR was used to "keep us well thought of" and its importance was in "keeping a good reputation."

The way you measure these metrics is a mathematical formula used in crisis management, for which we have termed the **Influencer Vulnerability Score™**.

The **Influencer Vulnerability Score™** is a complex formula as noted here:

Total number of your target audiences

X

Total number of the audiences that influence your target audiences

X

The number of problems you have to overcome in getting your

X

product or service to be easily accepted

X

The emotional acceptance or lack of acceptance to being receptive to new ideas

The Law of Familiarity which is a 50x multiple

=

The number of times your messages need to be seen to gain acceptance where your brand then makes the sale

That is where PR comes in to facilitate marketing. By using powerful targeted communication channels to communicate your story to thousands, hundreds of thousands or millions of people — **before** and **while** marketing is promoting your good and services — trust and credibility is established so people are more interested and comfortable in doing business with you.

These CEOs also tracked:

- Marketing ROI – PR lends credibility to a brand, so people are more interested and comfortable in doing business with you. When done right you should see your advertising dollars going farther.
- Cost Per Lead (CPL) or Customer Acquisition Cost (CAC) declining.
- Reduced sales cycle time.

  And
- Eventually profits increasing.

In that order.

And guess what?
These are the exact **SAME metrics** used to track the success of a crisis management campaign.

Why **Goodwill** is the First Step

Let's face it. People want to know you are credible before they buy. But in today's landscape of remote work, fewer in-person events, and the massive increase in digital ads being used to offset these challenges, companies are struggling to earn trust amongst the noise.

Yet, goodwill is incredibly difficult to earn quickly, as any marketer trying to grow their database, increase leads, and push prospects to convert will confirm — it takes a lot of effort! Marketing teams look to the buyer's journey to create content that will engage buyers, educate them on the problem and solutions (your company), and entice them with success stories, demos, and trials. There will always be people willing to try something new that they've never heard about, but most people prefer doing business with brands they trust. How do you get there?

What garners trust in a volatile period? Goodwill.

More than
33%
of the entire market cap is based on goodwill (reputation). That is up from 20% since the pandemic, by the way. In other words, 33% of your revenues are based on goodwill.

The **Most Successful Companies** Use PR as Their Secret Weapon

A common mistake many businesses make is thinking effective marketing can be done without PR.[4,5,6,7,8]

Nothing could be further from the truth.

The most successful companies harness the power of third-party endorsements to gain goodwill, and they do it at scale with PR. These companies understand that prospects need to know and trust you in order to believe your marketing message.

Sure, you can form a relationship with buyers through your social media content and email nurture. And great marketing teams will already be promoting customer success stories through these channels because they know that third-party validation being spoken straight from a customer goes farther than any brand-created message. But the problem is, this is a limited tactic — it's limited to your social media followers and your email database size.

Public relations provides the missing link – amplification.

The Correct **Use of Publicity & PR** to Reduce Customer Acquisition Costs

So how do you use public relations with your marketing campaigns to acquire trust and familiarity with your business and your products?

If you have to choose between PR and marketing, consider this: A business or a person's reputation should precede them because it makes communication and transactions smoother, easier, and faster.

But business doesn’t exist in a single-track lane. To grow, the most successful companies know they need to do a combination of things to gain buyers — gain trust, capture leads, nurture leads, have a solid, winning sales process, and then continue to nurture customers and keep them coming back.

Using the power of public relations, companies reduce customer acquisition costs (CAC) because PR helps them:

In the next pages, we’re going to tell you exactly how public relations and marketing can collaborate to 10x your ROI.

1

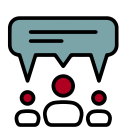
Gain goodwill and trust from third-party endorsement (gross income increasing)

2

Increase marketing sign-ups and conversion rates (marketing ROI increasing)

3

Reduce friction during sales conversations (CAC and shorter sales cycles)



Marketing + PR = **10X visibility**

5 WAYS TO AMPLIFY YOUR MARKETING RESULTS WITH PR

Creating a culture of collaboration between PR and marketing will amplify your message, maximize visibility, create goodwill, and establish your experts as thought leaders.

Here are the five ways you can amplify your marketing results with PR.

Share the **Plan**

1

Establishing regular collaboration between marketing and PR to discuss campaign themes and timing facilitates brand messages that resonates with your target audiences.

Keep in mind, audiences value authenticity over promotion, with **88%** of consumers saying they support and choose brands they see as authentic.(9) Bringing together the perspectives of both marketers and PR teams can help each team gain a valuable outside perspective on how a campaign might be received, and teams working together can take an idea from a simple tactic to a highly-creative, highly-publicized event.

Collaboration isn’t simply throwing PR and marketing teams in a room together for a one-time brainstorming session. They must understand and work toward their shared goals, each finding their unique ways to add visibility and promote the plan.

Two powerful ways to accomplish this are:(10)

1. Establish a value-driven content strategy that reflects the brand’s authenticity and expertise.
2. Emphasize relational over transactional tactics. The goal isn't simply to drive sales but to develop long-term customer relationships that translate into significant lifetime values.

As marketing and PR deliver the same message across advertisements, media placements, social media marketing, content, and more, their complementary skills allow them to create rich, engaging content that drives growth and results.

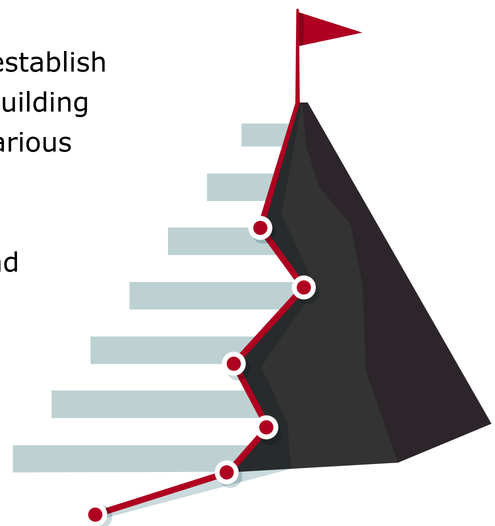
Recognize Their **Strengths** and **Differences**

2

While goals, objectives, and some tactics are closely related, there is a clear division between marketing and PR.

Marketing's focus is driving traffic to the business, bringing in prospects, and increasing sales. Marketing may have both short-term and long-term campaigns, but marketing success is most often measured in short-term results.

PR is a marathon and not a sprint. PR's goal is to establish visibility and thought leadership for the company, building positive relationships with the company's various stakeholders.



A single press hit may bring eyes to your company and products, much like a short-term marketing campaign. In the long term, however, PR campaigns can do something much more powerful — **create brand equity**.

What is brand equity?

It's the commercial value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself.

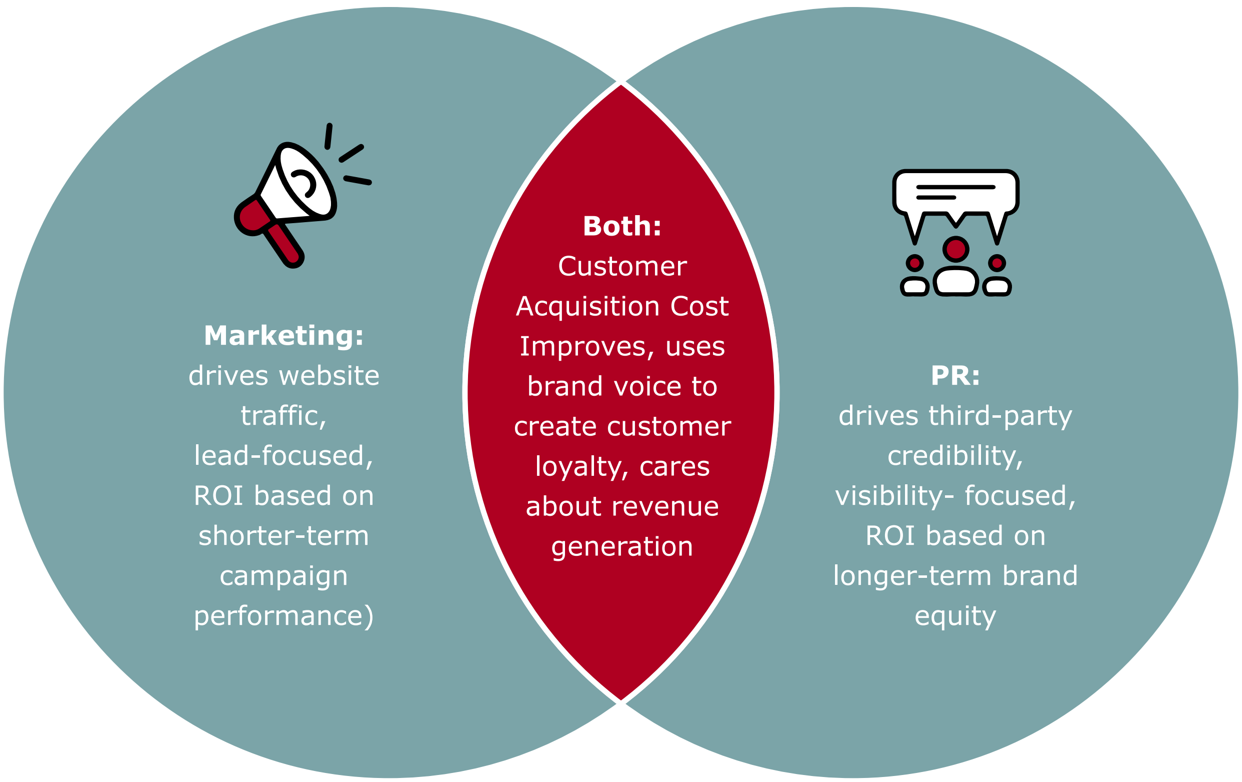
(Oxford Languages)

Brand equity, in marketing, is the worth of a brand in and of itself – i.e., the social value of a well-known brand name. The owner of a well-known brand name can generate more revenue simply from brand recognition, as consumers perceive the products of well-known brands as better than those of lesser-known brands.

(Wikipedia)

Brand equity affects every area of your business – including executive visibility, customer retention, and recruitment. Since **77% of consumers** buy a product due to its brand name, as a long-term strategy, brand equity translates into sales that advertising cannot buy.(11)

A well-positioned, coordinated effort between marketing and PR positions your executives as thought leaders, earns goodwill and trust, and makes stakeholders instantly more available to and interested in your messages.



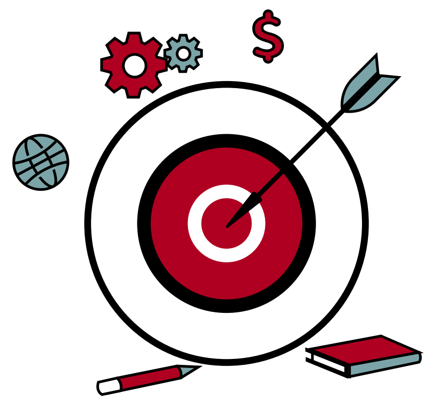
Share Your **Goals**

3

The ultimate goal for PR and marketing is the same: company growth and success. They build positive perceptions, customer loyalty, and brand equity when cooperating. However, it's crucial to establish separate success metrics for each approach.

Marketing team goals center around:

- Connecting with prospects and target audiences to inspire them to a specific action.
- Actions often include website traffic, new leads, preparing leads to become buyers, up-selling existing customers.



PR team goals center around:

- Warming markets up, and educating markets, before people buy.
- Amplifying marketing efforts while marketing is in play.
- Driving credibility and visibility of the brand, products, and leadership.
- Maximizing reach through news stories, interviews, and other media placements.

These goals may be different, but sharing what they are for each campaign can help marketing better understand why certain PR initiatives are happening, and vice versa. By sharing this knowledge, each team creates an opportunity for inspiration and collaboration.

Some of the best marketing campaigns are those heavily supported by PR, driving buzz and third-party credibility, enabling marketing to fan the flames started by PR. The public views a third-party endorsement as much more credible than a paid advertisement, no matter how much you paid for that ad or commercial.

And vice versa — PR supported by marketing generates more sales. It is the intelligent promotional cycle.

Furthermore, PR without marketing is a bit of a crapshoot – you're not always sure what will come out of it. The reason for that is, when you use PR without a solid marketing plan in place to capitalize on the generated interest, you basically got a lot of people interested without the solid direction that marketing them gives that tells them **what to do with that interest.** Marketing creates the demand — and is the necessary complement to PR; just like sales is the essential component to marketing.

Measure Your **Results**

4

Both PR and marketing can be measured. They can be tracked.

The three stages of ROI in PR are:

DISRUPTION	EXPOSURE	INFLUENCE
To track **DISRUPTION** in an industry the target market penetration is researched to evaluate the most effective ways of cutting through the clutter.	To measure **EXPOSURE** (the amount of brand visibility generated), the digital footprint in the form of media placements is tracked, and reach of those media stories (and to whom), pointing to perception shifts and traction within the media.	**INFLUENCE** is the power to change or affect someone or something and thought leadership is measured by the expansion of media outlets reaching out for thought leadership advice and the increasing size of the outlets.

Reporting shows publisher visits, the potential audience reached in media placements, influence scores of the media and how much press is needed to turn the tide of public opinion and create standout brands.

It's important to distinguish the metrics to track ROI for marketing and PR. Done well, PR will amplify marketing's ROI. The best practice is to carefully track and monitor marketing's ROI so that it's easy to see how PR is accelerating marketing's efforts over time.

Important marketing metrics to track ROI include:[12]

For Ads

- Conversion rate
- Click-through rate (CTR)
- Customer acquisition cost (CAC)
- Cost per lead (CPL)

For SEO

- Website visitors
- Bounce rate
- Page views
- Landing page performance
- Session duration
- Keyword position
- Keyword position change

For Social Media

- Top posts by engagement
- Engagement rate
- Likes & Comments
- Shares
- Number of subscribers

For Email

- Open rate
- Click-through rate (CTR)
- Conversion rate

PR success is measured in the short term by (number of) targeted media placements and (size of) audience reach.

Over time, PR translates into the following metrics:

- Faster rate of new business growth and more overall GI
- Improvements in marketing ROI
- Decreasing cost per lead
- Shorter sales cycle, a higher percentage of informed or pre-sold new clients
- Increases in overall profitability.

Regular Feedback **Meetings**

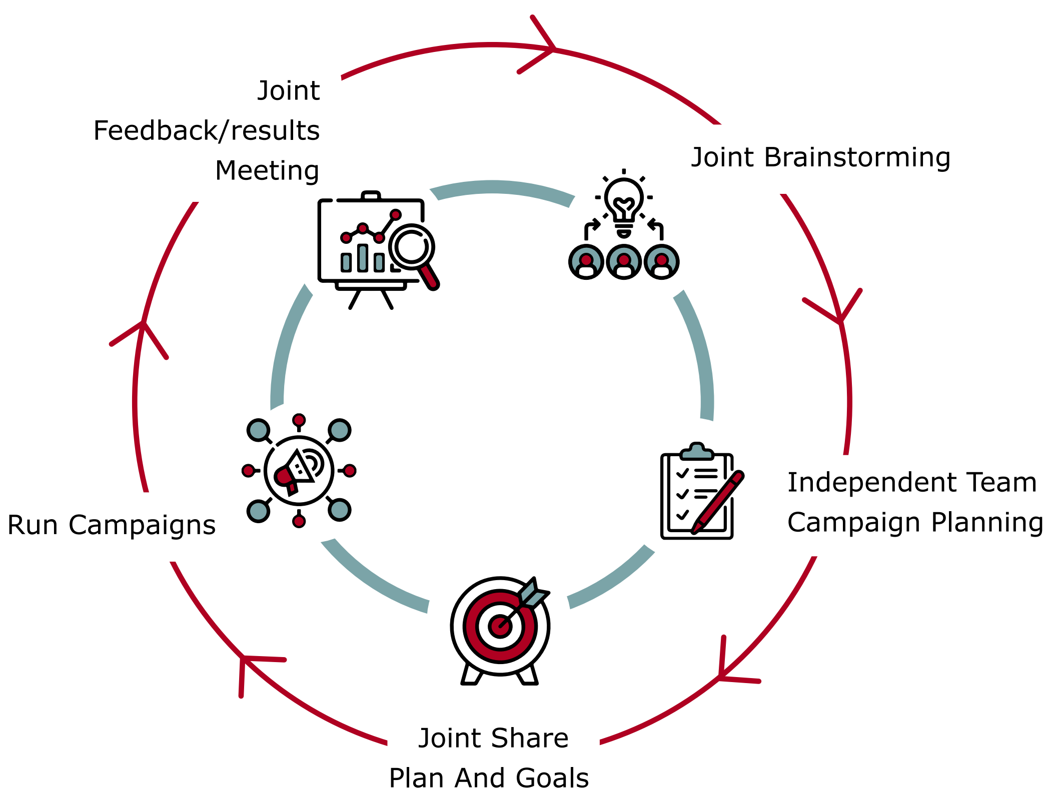
5

Regular, creativity-inspiring meetings support the synergy of messaging and promotional ideas between PR and marketing. These should be at least once a month, but not so often that they become a burden or fail to provide new information.

The most successful companies plan their PR and marketing every quarter — they meet monthly to discuss the results — knowing what to tweak and strengthen.

Each team should come prepared to share their efforts for the period, including:

- Messaging
- Images
- Overarching campaigns
- Statistics
- What is working and why
- What is not working — with an opportunity for brainstorming from both teams on how to improve

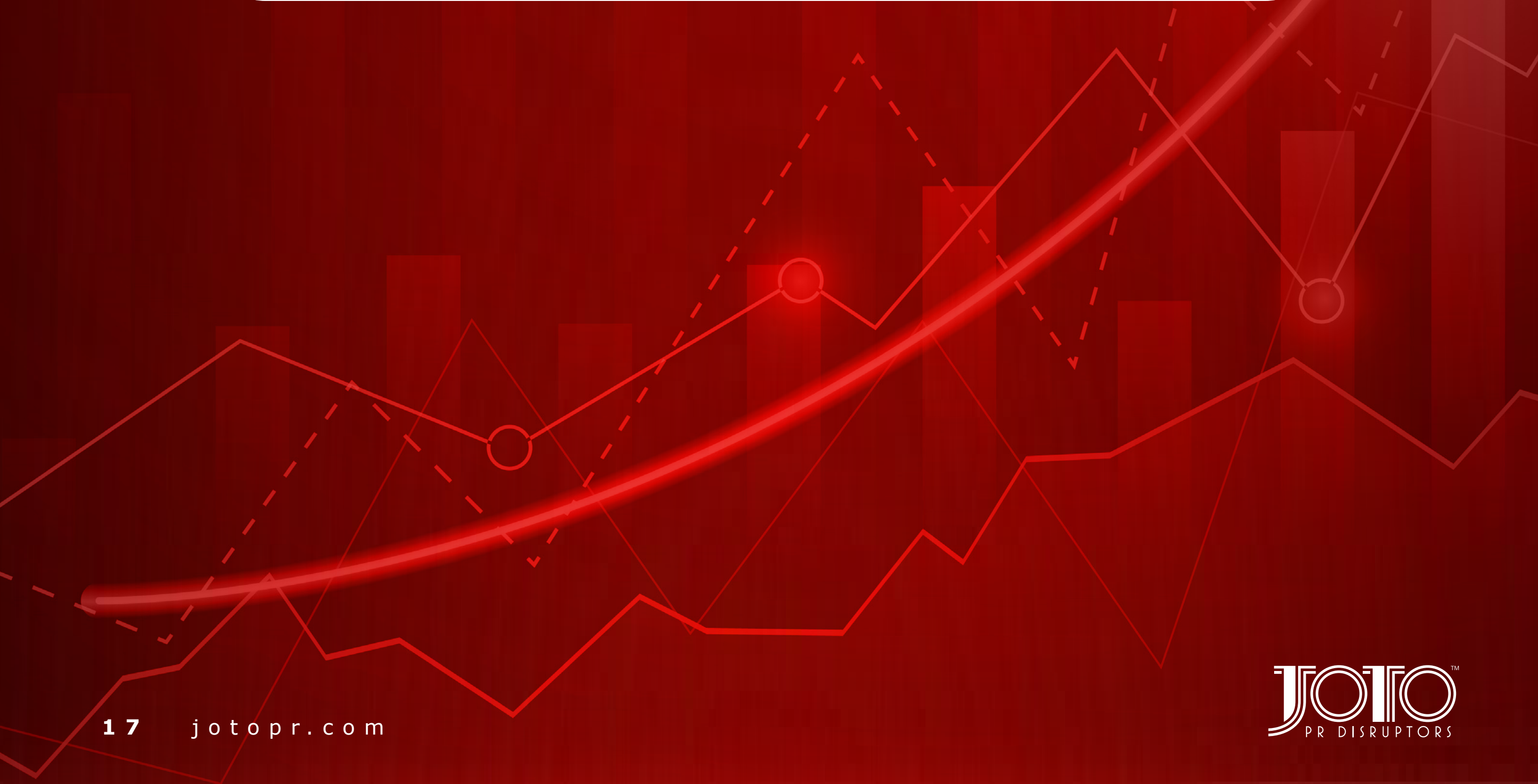


How **JOTO PR Disruptors** Can Improve ROI For Your Business

Want measurable PR that delivers results instead of smoke and mirrors? Say goodbye to the status quo and hello to **Anti**-PR®.

Anti-PR is a new way of thinking about public relations. It’s hyper-focused on setting measurable goals and achieving results. It’s a response to many of today’s PR agencies that are content to maintain the status quo and don't deliver measurable results.

Rooted in crisis management principles and using the media’s own algorithms, **Anti**-PR sets measurable goals to gain brand awareness and turn the tide of public opinion. Instead of relying on traditional PR tactics, **Anti**-PR takes a data-driven approach to determine how much press a company actually needs to achieve its goals.



Don’t’ wait, get your **FREE 30-Minute** Anti-PR Consultation

Here is what we accomplish together in this fast-paced, zero-nonsense session:

1. **Where You’re Losing Revenue from Poor PR Strategy:** Get an objective and no-nonsense look at your current PR strategy and where you could be doing better. You’re likely bleeding money. We’ll see where.

2. **Your Potential PR Liabilities:** Could there be a crisis on the horizon that you either can’t see or have—ahem—refused to see? We’ll look at areas where you may be vulnerable to a PR crisis.

3. **The Timeline for You to Reach Opinion Leader Status:** We give you a true estimation of the effort it would take for your company to reach prime opinion leader status in your business niche, including a competitive analysis.

At the end of the call, you’ll get a summary and understand which steps to take on your way to Anti-PR success.

There are no strings attached, no obligations. If going further with Anti-PR isn’t for you, you still get all the professional consulting and strategic education for free. We've seen too much manipulation and hidden agendas in this industry, and we won't be part of that.

Request your evaluation today.

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