

PR 4 TECH



ANGEL TO ACQUISITION

PRESENTED BY

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WHAT'S IN THE BOX?

Heck, what BOX!?

Tech companies are **unique**.

They manufacture an item of the **mind**.

You can't **touch** it.

You can **use it**.

Audience acceptance

is a **mental exercise**.

You have to tell them what's in the box.



TECHNOLOGY NEEDS COLOR

Buyers, investors and employees need to UNDERSTAND something they cannot touch.

thus

- PR is more important for tech companies than for any other type of business.
- It creates a voice for ideas.
- It **colors the room**.

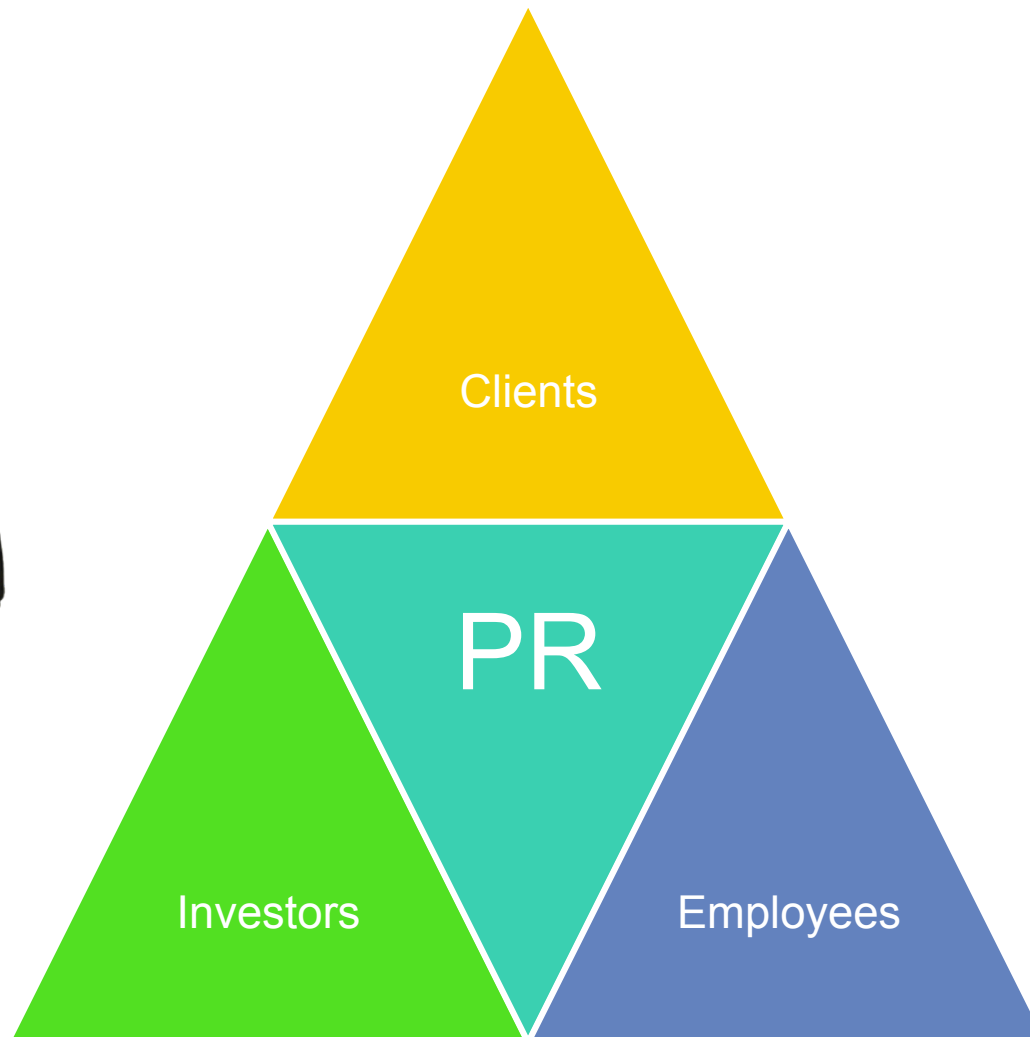


“COLOR”

- Research
- Comparison or context
- Pro and con (Apple vs. Microsoft)
- Case studies
- Paradigm shift (Amazon)
- Major market adoption (now used by P&G!)
- Personal appeal (fashion, cute-factor, in-crowd)
- Story
- Social change, revolution or movement (Kiva)



AND WHAT IS PR, EXACTLY?



YOUR TURN

Finish this statement...

My company is the best in the world at _____.



YOUR TURN

**This is the foundation of your
industry leadership campaign**



SUCCESS: HUGHES TELEMATICS

- **2006: A few guys and an idea**
- **2006 – 2012: Story-building, brand-building, aggressive PR**
- **2012: Acquisition by Verizon (\$600M+)**

WHERE ARE YOU?



How many of you are covered **sometimes** in media?



Regularly covered by **your trade**?



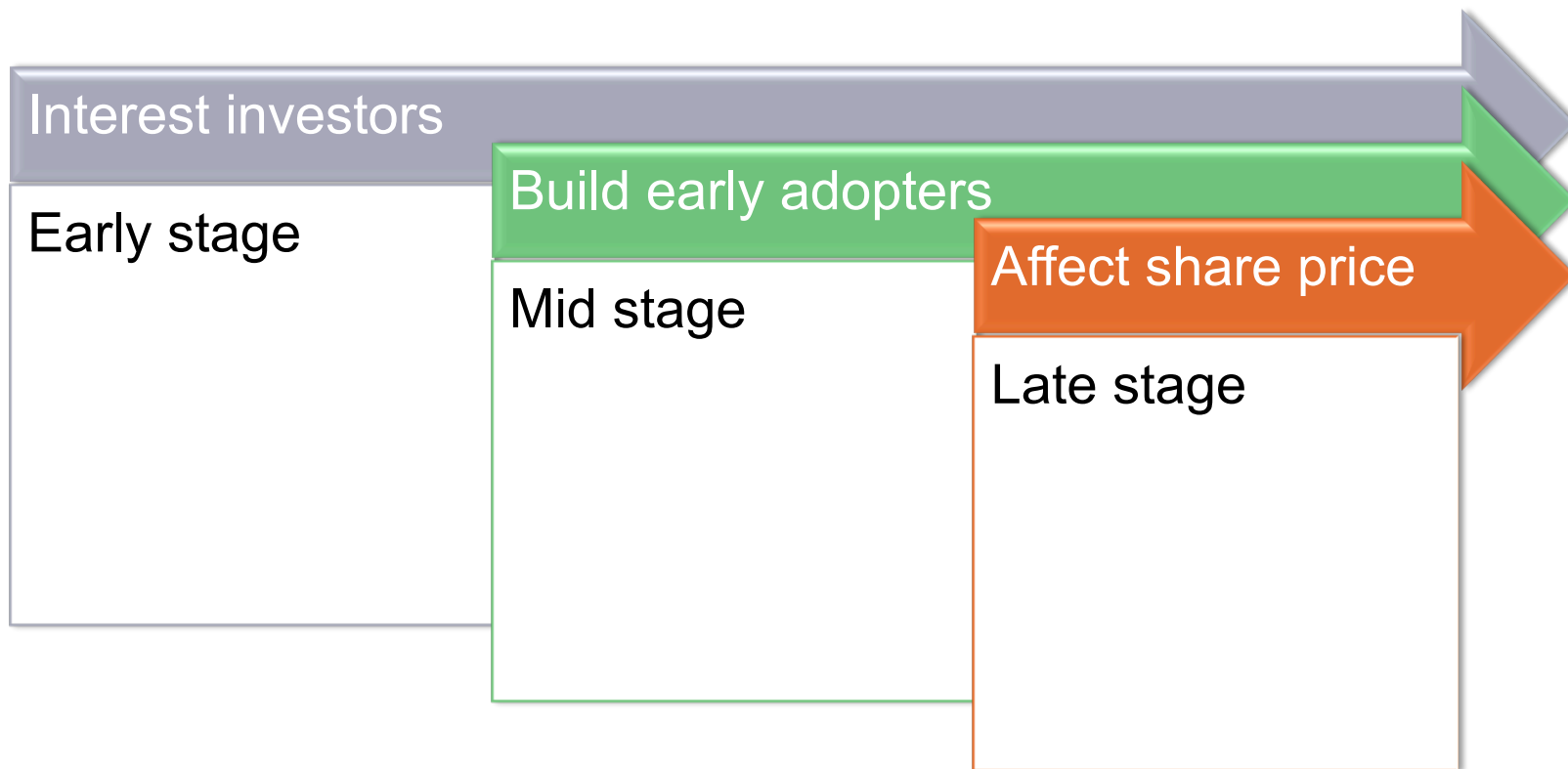
Regularly covered by **business publications**?



Regularly covered by **national** and business trades?



HOW DOES PR EFFECT YOU?



HOW MUCH IS THE EFFECT?

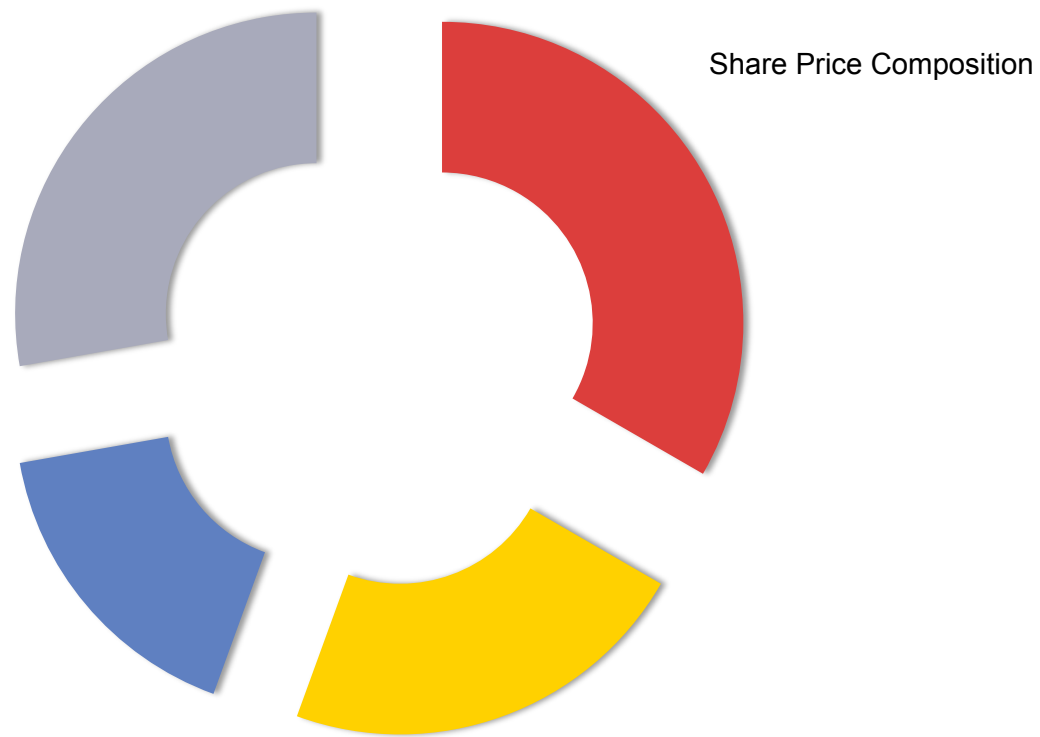
+/-30%

of your value

Rivel Research



HOW DOES THAT HAPPEN?



■ Perception ■ Runway ■ Past performance ■ IP



WHAT KIND OF INVESTMENT MAKES SENSE?

From Feb 2000 to Jan 2001, the first year of revenues, Salesforce.com spent \$25.4M on sales and marketing—4 times revenues.

In the second year, Salesforce.com spent 18% of revenue on marketing -- and this was deep in the bubble crash.

Today, Salesforce spends 10%-20% of revenue on marketing.



PR INVESTMENT MAP

Mature stage

Sell: the full suite of solutions, perspective, interoperability, scalability

Invest in: long tail awareness

Mid stage

Sell: identity, niche dominance

Invest in: profile, leadership team

Early stage

Sell: solution sizzle, paradigm pop

Invest in: journalist & analyst network

MARKETING SHERPA

IT vendors spend an average of 6.5% specifically on pure PR (not whitepapers, case studies, and collateral).

For a \$1M company, that's \$65,000.

For a \$10M company, that's \$650,000.

For a \$1B company, that's \$650M.



YOUR TURN

Write down...

The most important media for my company are _____.

The most important awards in my industry are _____.

The most important industry conferences are _____.



YOUR TURN

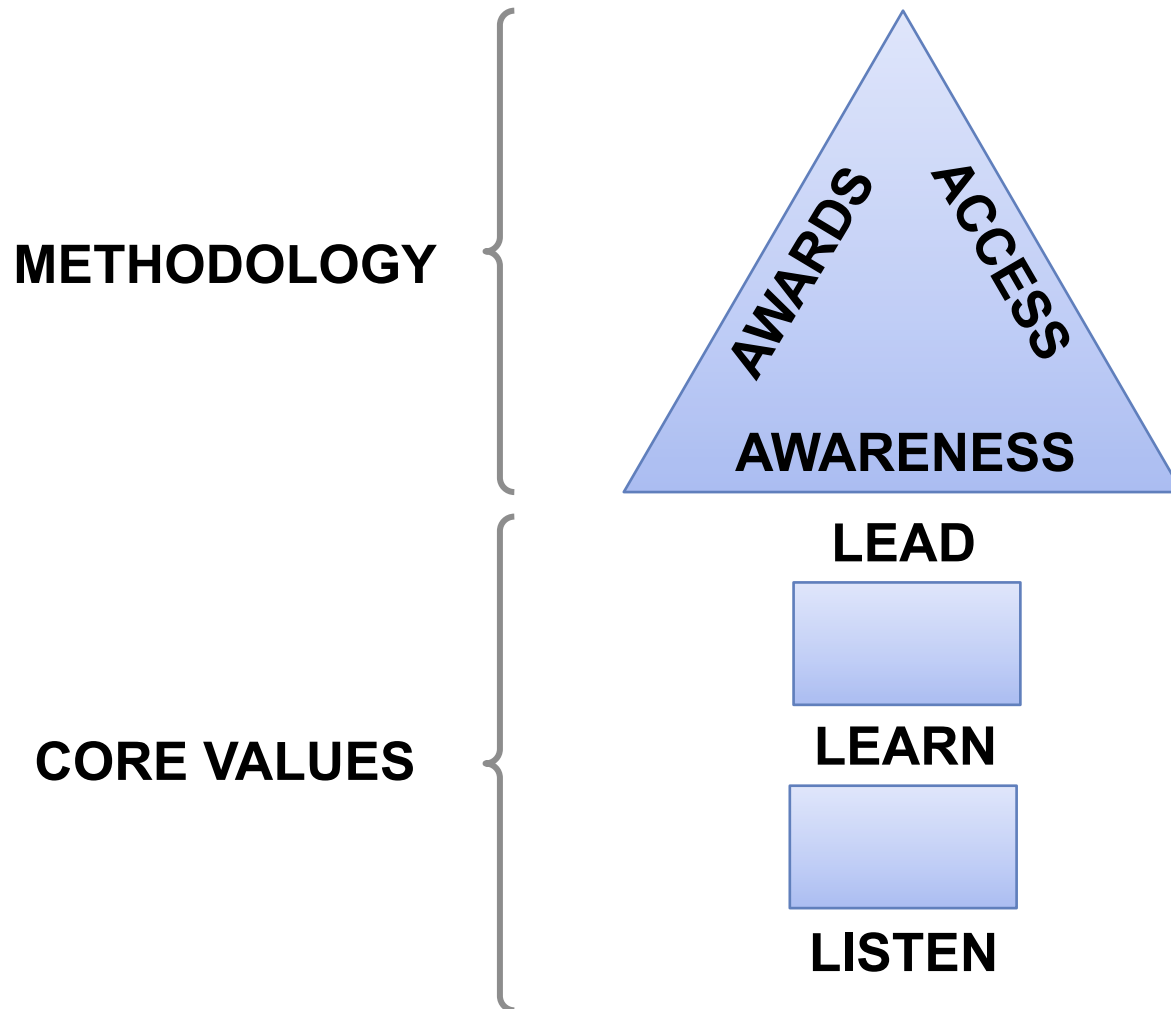
These are your targets



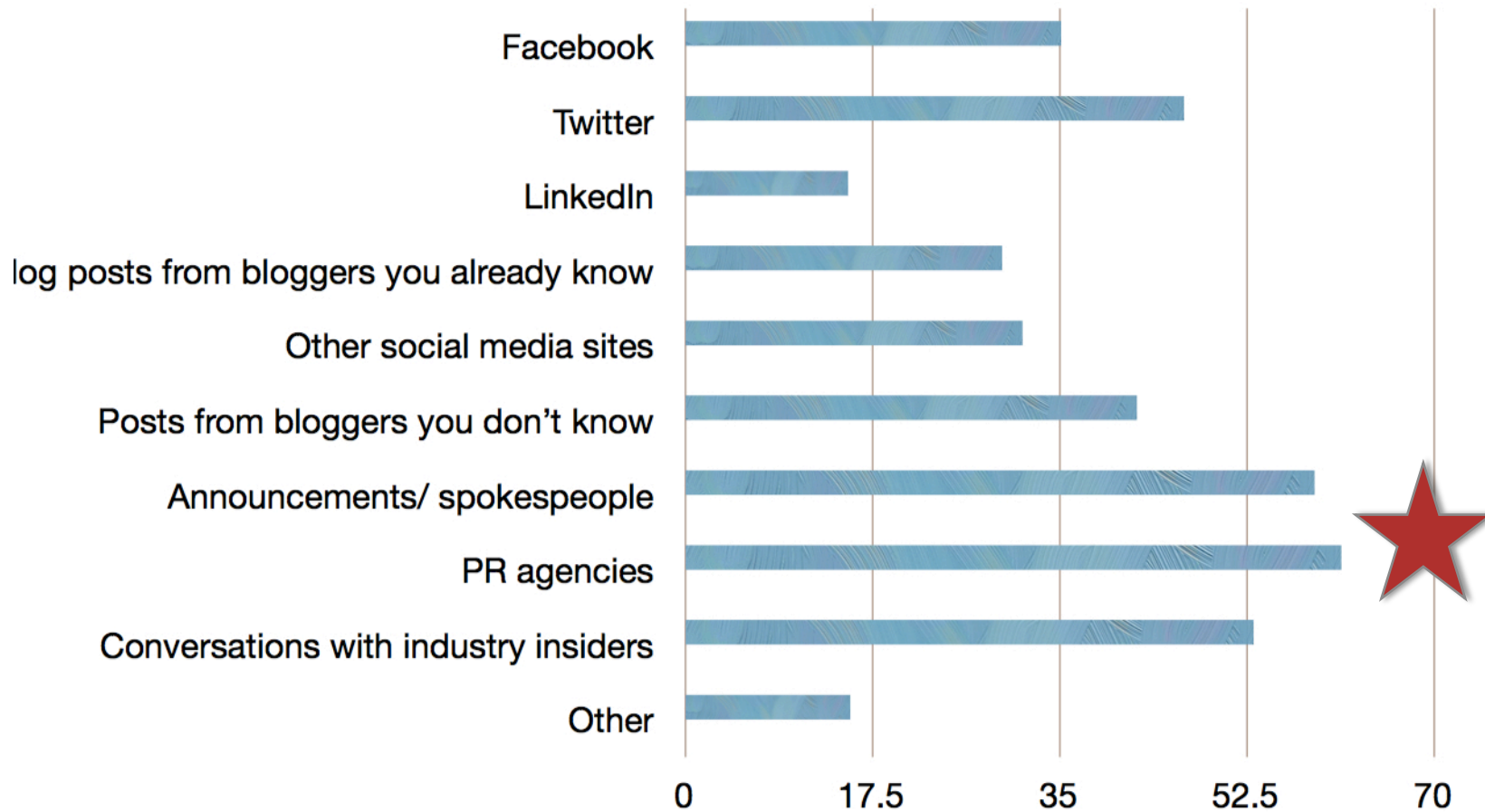
SUCCESS: ECOLOGIX

- **October 2011: Established wastewater treatment company enters fracking industry**
- **July 2012: Story-building, product development, aggressive PR**
- **September 2012: Interviews with Bloomberg, Reuters, WSJ, Dow Jones. Named finalist for Platts Global Energy Award**

RECOGNIZABLE INDUSTRY LEADERSHIP



WHERE ARE STORIES BORN?



IN THE NEWS

You're part of the news cycle! You just need to find the link.

- *TV Anchor Gets Called Fat, Takes Down Bully on News Segment*
- *Facebook Reaches 1 Billion Users*
- *US Election: Obama, Romney Argue Over Energy Policy*

CEO TIME WELL SPENT

“Steve Jobs was the smartest CEO about PR I’ve ever met.

He knew how important it was and how powerful it was, and he was involved in every meeting that we had.”

Fred Cook, CEO of GolinHarris



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