

PR

AS A B2B SALES TOOL



*Publicity is absolutely critical.
A good PR story is infinitely more
effective than a front page ad.★*

The background is a blurred, high-speed photograph of a city street, likely Times Square, with colorful lights and buildings. Two overlapping circles are superimposed on the image: a smaller blue circle on the left and a larger magenta circle on the right.

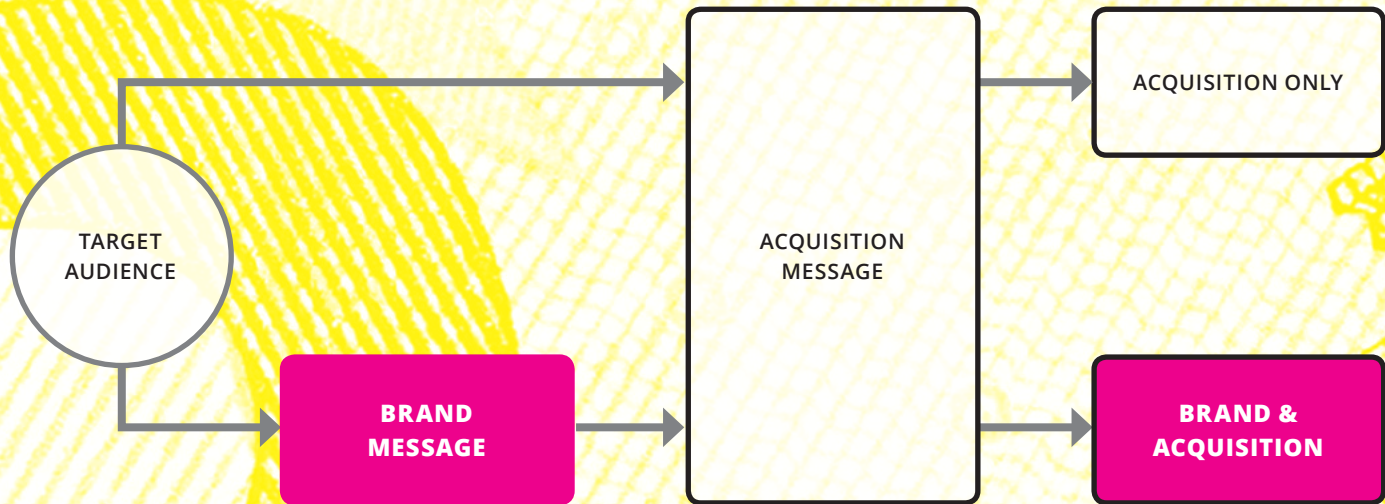
CONSUMERS
need to see
your brand
5-7 times...

B2B BUYERS
need to see
your brand
10+ times...

...before they remember you

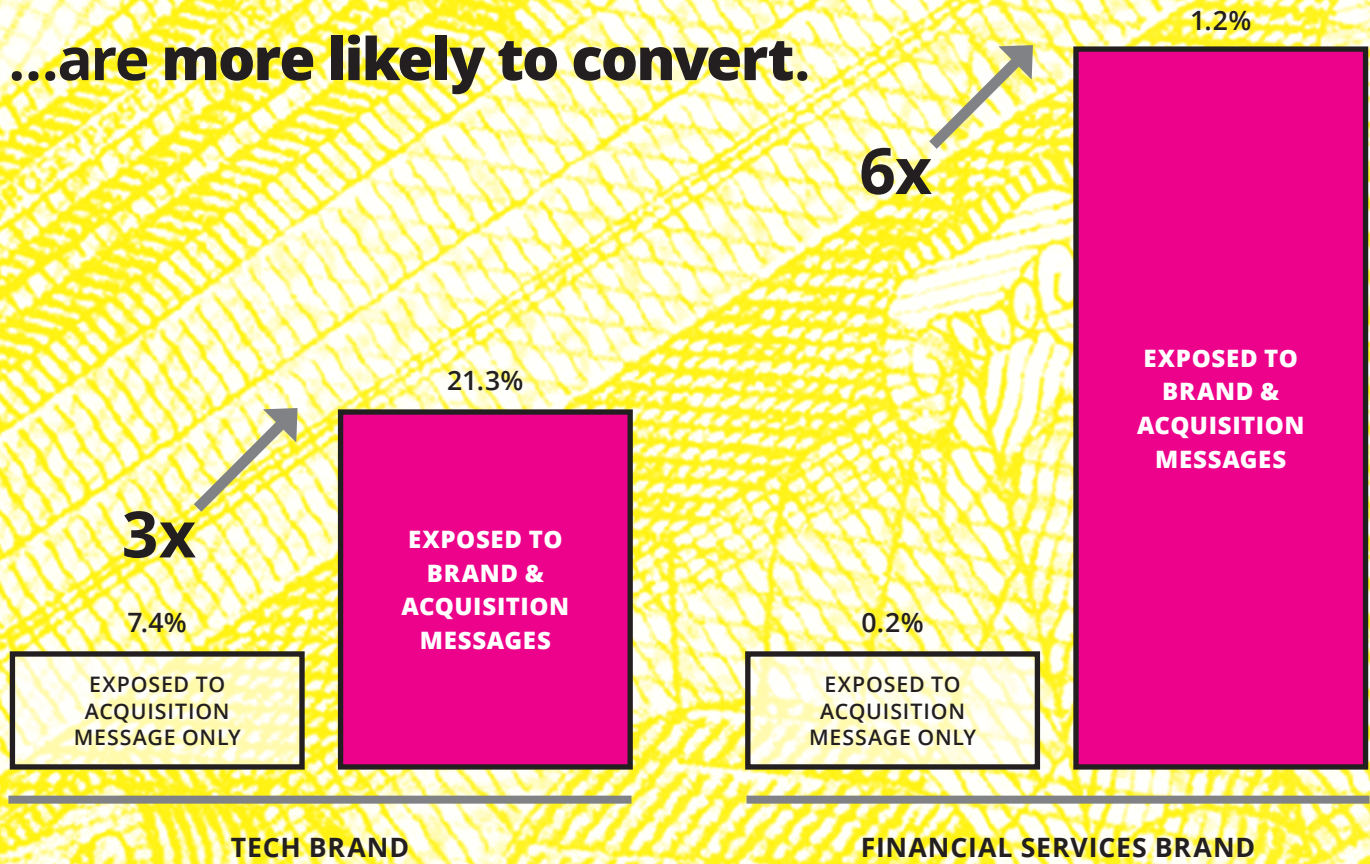
SOURCE: LINKEDIN 2018
BRAND RECALL STUDY

Those exposed to both brand and acquisition messaging...



SOURCE: BRAND TO DEMAND CASE STUDIES, US, 2018

...are more likely to convert.



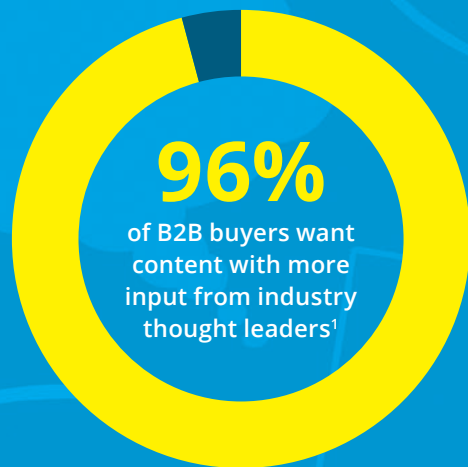
People do not buy goods and services. They buy relations, stories and magic.★



“We love Champion.”

Clarissa Horowitz ★ VP of Communications ★ MobileIron

What do your buyers want?



SOURCES:

1. Demand Gen Report
2. Content Marketing Institute
3. imFORZA

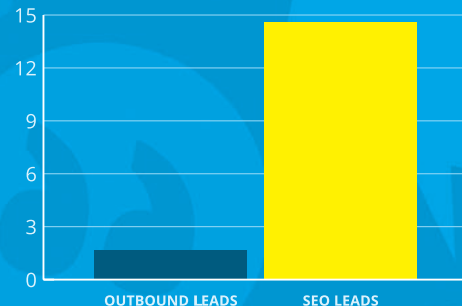


80%

of business decision-makers prefer to get company information in a series of articles versus an advertisement²

SEO leads have a **14.6%** close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate³

Those users who click on your website from a PR piece have a high chance of closing, compared to outbound marketing tactics. These are better, more qualified leads coming to your website.



68%

of business decision makers are likely to spend time reading content from a brand they are interested in⁴

86%

86% of people skip TV advertisements

44%

44% of direct mail is never opened

91%

91% of email users have unsubscribed from a company email that they had previously opted into

Buyers want to be in control of what information they receive⁵

B2B researchers do **12** searches on average prior to engaging on a specific brand's site⁶

Since researchers do so many searches, you want your company and your company's content to rank high on search engines. A byline or article about your company from a reputable publication will rank high on a search engine, which will keep your company in the buyer's mind.



93%

of B2B buying processes begin with an online search⁷



The background of the slide features a light blue gradient with a subtle, intricate network pattern of white lines and dots, resembling a molecular or digital structure.

Lithium

**“Best UK team I have
ever worked with.”**

Eric Brown ★ Lithium Technologies

*There is only one thing in the world worse than being talked about, and that is **not** being talked about.*★

*The media is the most
powerful entity on earth.★*



“We use PR to support our sales activity by demonstrating to our prospects, customers and vendors that we are the best in our niche.”

Paul Sweeney ★ Head of Marketing ★ LAN3



“Champion’s approach to integrating earned media into our demand generation programmes has amplified the success of our marketing and sales activity.”

Pat Kelly ★ Regional Marketing Lead ★ Cogeco Peer 1

Big White Wall®

**“PR is increasingly important
in all our sales activity.
Champion has helped us
start conversations and
move opportunities along.”**

Sarah O'Donnell ★ Business Development Manager ★ Big White Wall

*If I was down to my last dollar
I would spend it on public relations.★*

★ BILL GATES



PR to help you sell more

www.championcomms.com

Telephone +44 (0)20 7030 3818