



THE ULTIMATE B2B PR CHECKLIST

1. Develop and tell a coherent, compelling story: What makes your company tick? How do you delight your customers? What sets you apart from the pack?

2. Develop your personal brand: Thought leadership today is the new currency. In the B2B space, people want to buy from someone they know and trust.

3. Hone your content marketing strategy: Develop articles, blogs, columns, and other content platforms that educate while establishing your expertise.

4. Follow influential thought leaders on Twitter: Develop lists of key reporters, editors, bloggers and industry thought leaders; follow them, engage with them and retweet their posts.

5. Don't just tout: Develop key messages that answer the question – Why should anyone care?

6. Talk in plain English: Avoid obscuring your message by using industry jargon and talking “inside baseball.”

7. Engage: Use compelling elements such as data, visuals and infographics to illustrate your points.

8. Hook yourself to a star: Tie what you're doing to something/someone in the news – especially if it's in your sector or a target vertical market. Shine brighter in that reflected light!

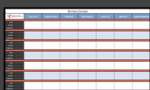
9. Think Different: Surprise. Delight. Take a contrarian position.

10. Create news: Use research PR for awareness and lead generation.

11. Generate leads: Tie PR to search terms and CTAs with gated offers.

12. Partner power: Leverage partners for a dual campaign.

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