

# PR

AS A B2B SALES TOOL



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

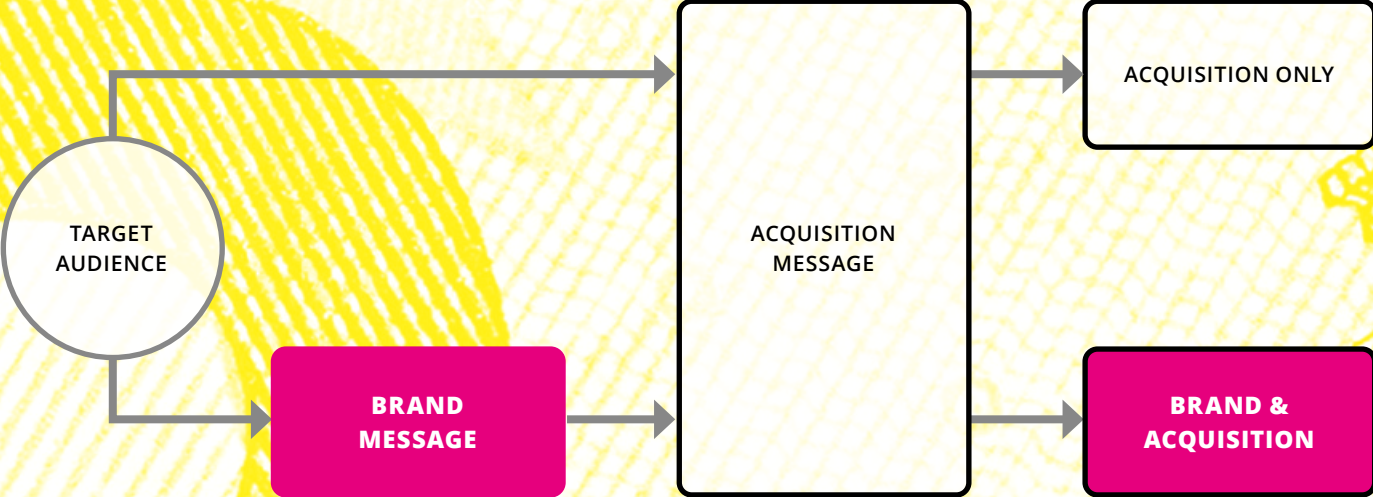


**CONSUMERS**  
need to see  
your brand  
**5-7** times...

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

**...before they remember you**

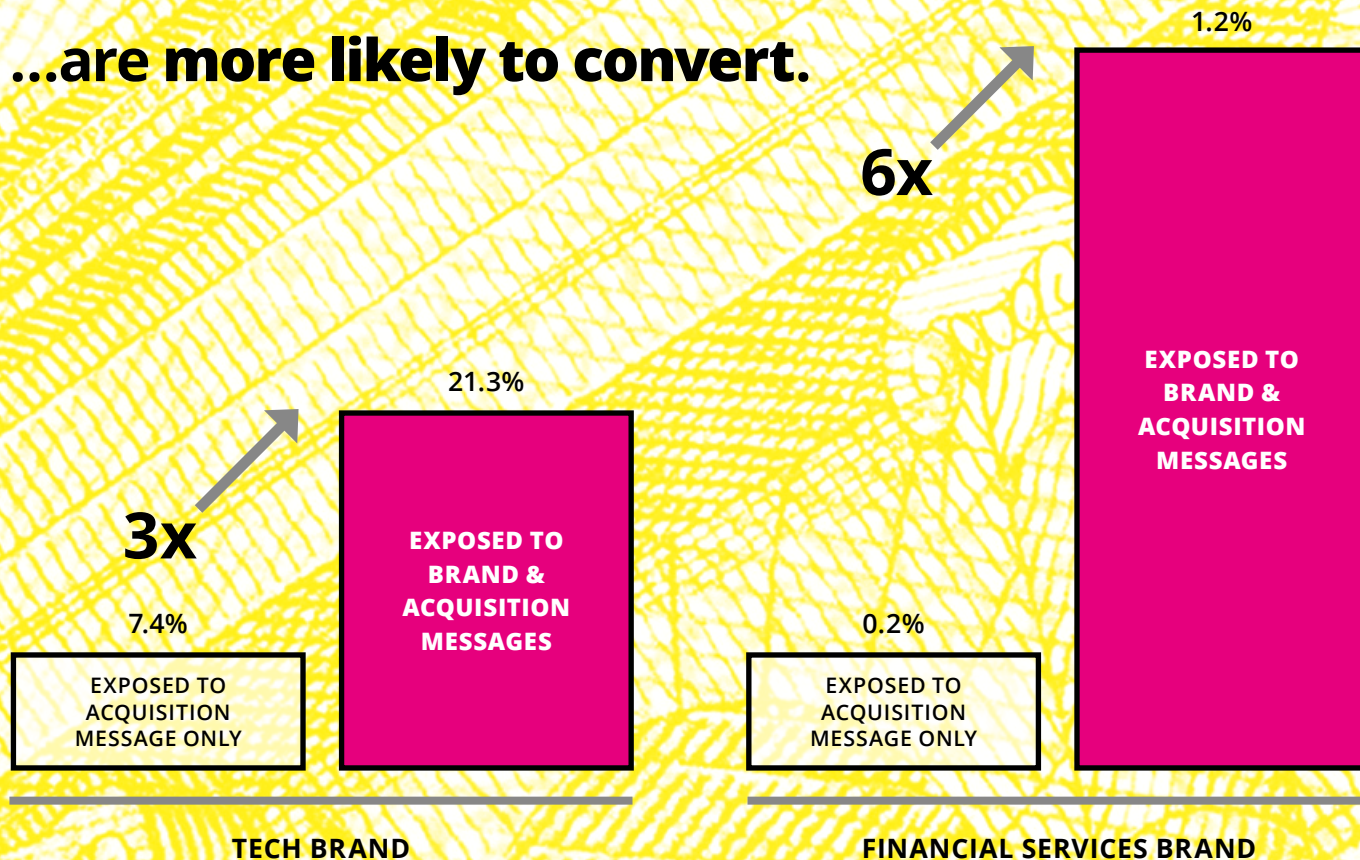
# Those exposed to both brand and acquisition messaging...



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.★*

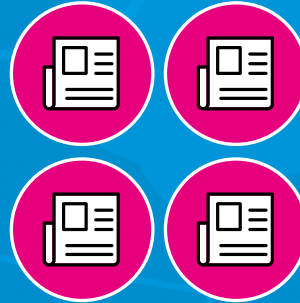
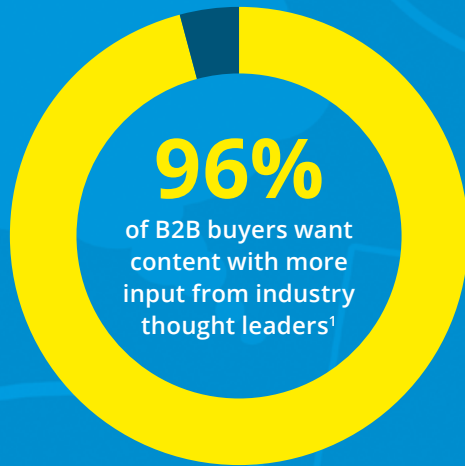


MobileIron

**“We love Champion.”**

Clarissa Horowitz ★ VP of Communications ★ MobileIron

# What do your buyers want?

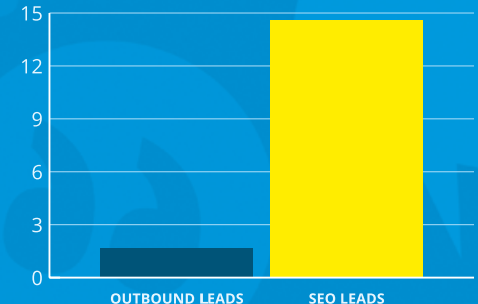


**80%**

of business decision-makers prefer to get company information in a series of articles versus an advertisement<sup>2</sup>

SEO leads have a **14.6%** close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate<sup>3</sup>

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.



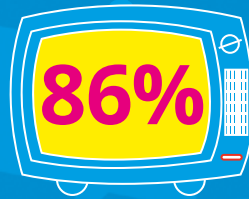
## SOURCES:

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





Buyers want to be in control of what information they receive<sup>5</sup>



86% of people skip TV advertisements



44% of direct mail is never opened



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

B2B researchers do **12** searches on average prior to engaging on a specific brand's site<sup>6</sup>

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 search<sup>7</sup>



# 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.*★

★ OSCAR WILDE

*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](http://www.championcomms.com) Telephone +44 (0)20 7030 3818