

Framework for:

# Editorial publicity

Part 1: Articles

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Brand: \_\_\_\_\_

Contact person: \_\_\_\_\_

Arranged by: \_\_\_\_\_

# Take advantage of the press

Modern marketing is about actively using all available tools. One of the most underrated communication channels in the marketing mix is editorial publicity, i.e. articles and press releases.

Editorial material has very high credibility. Press processing is a great way to disseminate information and generate inquiries to a low cost. This is particularly true in the business-to-business trade press, which is often a very good channel to process.

In most companies there is a plethora of news that would be suitable for publication. Unfortunately few of these are actually used. It can be hard to see the news value in your own work. Similarly, it is sometimes difficult to find enough time to write articles and publish them.

But it is worth the effort. A follow-up analysis shows that the value of the generated column text is often ten times higher than the cost.

Three main types of materials are of interest to the trade press:

- New products are always an exciting field. Articles and releases are often easily placed.
- Application descriptions presents how a particular product solves a specific problem with a specific result and is of great interest to most newspapers.
- Technical articles can reinforce the image of a company as a pioneer and technology leader. The interest in these types of articles is often more limited and the article must often be offered a particular newspaper exclusive.

## Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at [info@pyramid.se](mailto:info@pyramid.se)

# Articles

## Publicity in the communication mix

Publicity is an important competitive tool. Combined with other marketing activities, it strengthens penetration and impact, and interaction between different marketing activities provides synergy effects. The impact of an advertising campaign is always enhanced by a parallel editorial presentation, and the credibility of editorial information is (statistically) greater than advertising. Publicity is therefore a natural and important part of the overall marketing mix.

## Ready articles

Production and placement of articles occupies a central position in publicity work. Articles produced in-house let you make a comprehensive presentation of the subject from the company's point of view. They also give the company the opportunity to affect what is written and how the topic and details are presented.

## Article placement

- 1 First decide what topic should be discussed, and which publications will provide an optimal venue for the information.
- 2 Next, review previous issues of the publication(s) to get an accurate feeling for the type of articles published and their structure.
- 3 Now make a list of potential motivations and arguments that can be used to create an article on your subject.
- 4 Contact an editor and sell your story idea (supported by your arguments and motivations).
- 5 Offer to supply a story synopsis. This will be the basis for an article and a basis for further discussions with the editor.
- 6 If it improves your publication potential, offer exclusivity. Agree on approval rights for the final article, and find out what supporting graphics may be desirable.
- 7 Write the agreed synopsis and send it to the editor for review, accompanied by agreed graphical material.
- 8 After synopsis approval, produce and send the agreed article. Revise as agreed with the editor.





*Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.*

*What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.*

**Together we can:**

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

**In Pyramid, you have a partner who:**

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet  
i.e. boosts your growth and profitability.

