

Business-to-business marketing strategies from the award-winning Ad Hoc Communication Resources team.



SOLIDIFY YOUR MESSAGING

Whether you are a start-up organization or a large corporation with many product lines, Ad Hoc has the background and expertise to build cohesive messaging strategies that define your market situation, communications and positioning strategy, brand personality, and messaging guidelines.

For nearly a decade, Ad Hoc has been helping companies clarify their messages to maximize valuation and visibility.

Call Ad Hoc today at 402.572.6510 or visit us on the web at www.AdHocCR.com



WANT TO LEARN MORE?

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Maximize Your Company Valuation and Visibility

By Rebekah Donaldson

When you prepare your firm for merger or acquisition, you will clean up balance sheets, prepare auditable financials, fill gaps in management, and maybe recruit big-name advisors. In the process, use public relations to get the best possible price for your company.

Emerge, a company that connects business buyers and sellers, recommends 12 steps to maximize your company valuation. Among them is, "Step 7: Raise your company's public profile. Strong, positive business publicity adds value beyond just [exposure within your] trade. Invest in a reputable PR firm to make sure your company gets noticed outside of your industry."

Raising most companies' public profiles requires an integrated marketing communications campaign over 12+ months. Success will not only increase your firm's 'curb appeal' – it will pay off in the shorter term. Short term payoffs from effective PR include better business opportunities (inbound leads, ability to increase price, better partnerships); higher barriers to entry for competitors; increased stakeholder satisfaction

(pleased employees, Board members, partners, and even customers), and the ability to attract top talent.

The most successful public relations campaigns begin with sound research and planning and unfold through no-nonsense execution and regular, unbiased evaluation. These four components are important whether your organization is a multi-national corporation or start-up company. For a quick check-up on your current or planned campaign, try running through the checklist below. Can you complete all the sentences with confidence? If so, your campaign is off to a good start.

If you need help completing this checklist, you might look for clues in your company's customer survey responses, surf the web for industry analysis of your sector, or check into the results of competitors' recent PR campaigns. It is worth the effort. Leveraged properly, the hours and dollars you spend on integrated marketing will pay off in multiples – in the short term and during your merger or acquisition.



PR CAMPAIGN CHECKLIST

- Goals** In a perfect world, our PR campaign will result in ___ by ___ date.
- Measurement** We will assess progress on ___ date by measuring ___.
- Focus** Our target audience's priorities / pain points are ___.
- Benchmark** Our target customers are / aren't aware of us.
- Benchmark** Of those who are aware of us, they describe us as ___.
- Audit** The things that most impress / influence our targets are ___.
- Audit** In the past we have marketed by ___. Results were ___.
- Message** We deliver the best ___ to ___. Our ___ is different and better.
- Tactics** We will accomplish ___ by ___ using these ___ resources.
- Tactics** Deadlines are ___; I will do ___; you will do ___; she will do ___.

Exclusively serving the technology business community, Ad Hoc Communication Resources is a public relations firm that advances reputations, accelerates business growth, and builds leadership positions. Ad Hoc strategists have at least 15 years of business-critical communication experience for on-call assignments, flexible engagements, and ongoing communication programs.

