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# PR and Media for Manufacturers

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# Building Credibility & Authority

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- Earned media coverage serves as a **third-party endorsement**
- Demonstrates and reinforces **your expertise** and **your value** as a reliable resource
- Reaches and **engages your audiences** in spaces where they already are
- Positively **impacts your SEO**
- **Mitigates against reputational damage** that potential crisis situations can cause

# Building Credibility & Authority

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- How do you do it?
  - Grow and invest in your company, and share your experiences with the media
    - News releases
    - Story pitches
    - Relationship-building with journalists
  - Ensure your workforce understands your vision, message and objectives – as well as how their work contributes to business outcomes
    - Traditionally, people consider press coverage as earned media. However, social media sharing and online reviews also represent earned media exposure and impact credibility
- Building credibility and establishing authority **will contribute to sales and talent attraction**

# Regional Media

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- Earned media coverage shows **your impact in markets you serve**
- Know your regional media landscape
  - Regional business journal
  - Daily regional newspaper
  - Hyper-local outlets
  - TV and radio broadcast outlets
- News they're interested in
  - Hiring news
  - New investments to expand local operations or upgrade your workplace
  - Community involvement and charitable activity
  - Insights into regional market trends
  - Localizing national news
  - Opinion essays on topics of regional importance

# Trade Media

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- Earned media coverage shows **your impact in industries you serve**
- Know the trade media landscape
  - Media outlets covering your industry
  - Media outlets covering verticals you serve
    - Example: A food manufacturer is covered by *Food Processing Magazine*, but should also pursue coverage opportunities in *Progressive Grocer* and *Nation's Restaurant News*
- News they're interested in
  - New partnerships with major customers
  - New innovations and new products that will impact the industry
  - M&A activity
  - C-suite hires and promotions
  - Insights into industry trends
  - Thought leadership essays on topics with wide industry impact

# Paid Media vs. Earned Media

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- Paid media provides awareness and opportunities to engage with target audiences, but what's lost is the impact of third-party endorsement. But, you have full control of the message
- Earned media provides awareness and a credibility endorsement without having to pay for the coverage. You work through a reporter or editor who can reinforce your message and the context of your news
- Working together, paid and earned media drive your work to establish authority
- The blurring of paid and earned media:
  - Sponsored content
  - Influencer marketing
  - White papers

# Key Regional Contacts

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- Buffalo Business First
  - Dan Miner, [dminer@bizjournals.com](mailto:dminer@bizjournals.com)
- Rochester Business Journal
  - Andrea Deckert, [adeckert@bridgetowermedia.com](mailto:adeckert@bridgetowermedia.com)
  - Ben Jacobs, [bjacobs@bridgetowermedia.com](mailto:bjacobs@bridgetowermedia.com)
- Central New York Business Journal
  - Eric Reinhardt, [ereinhardt@cnybj.com](mailto:ereinhardt@cnybj.com)
- Albany Business Review
  - Robin Cooper, [rcooper@bizjournals.com](mailto:rcooper@bizjournals.com)
  - Justin Dawes, [jdawes@bizjournals.com](mailto:jdawes@bizjournals.com)
- Crain's New York Business
  - Ryan Deffenbaugh, [rdeffenbaugh@crainsnewyork.com](mailto:rdeffenbaugh@crainsnewyork.com)

*Most journalists' contact information can found on their outlets' websites.*

# About The Martin Group

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- Integrated communications and marketing firm with offices across New York State
- Public Relations. Research. Strategy. Branding. Creative. Analytics. Digital. Paid Media. Social Media. Experiential. Videography.
- Expertise in B2B and B2C marketing, serving best-in-class firms across several industries
- We use brand intelligence to define and execute marketing strategy, and we change the way people think
- Visit us at [martingroup.co](http://martingroup.co)
  
- Reach out if you have questions or need assistance
  - [jmackowiak@martingroupmarketing.com](mailto:jmackowiak@martingroupmarketing.com)
  - (518) 618-1175



# Frequently Asked Questions

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Questions commonly asked by manufacturers and insights from:

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**thank you.**

**martin.**