
WINNING BRAND MARKETERS DEMAND MAXIMUM PR VELOCITY

A long-exposure photograph of a dark tunnel with vibrant light trails. A prominent teal trail curves across the upper half, while orange and white trails streak across the lower half, suggesting high-speed motion and energy.

anthony **Barnum**
PUBLIC RELATIONS

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Founded in 2007 in Austin, Texas, anthonyBarnum is a national public relations and social media firm specializing in complex industries including technology, real estate, professional services firms and health care. Our approach is distinguished by the ability to create systematic campaigns with quantifiable and measurable results that impact companies' most critical marketing objectives through advanced strategies.



WINNING BRAND MARKETERS DEMAND MAXIMUM PR VELOCITY


High-impact, high-cadence programs require investment – but the payoff in thought leadership, media attention and brand aura make the effort well worth it

A growing conviction that contributed to the very founding of [anthonyBarnum Public Relations](#) was a persistent belief that too many of today's marketers expect too little from their PR firms, and settle for weak, scattered and dubious results.

Public relations done right is driven by compelling thought leadership. It's characterized by consistent Tier 1 placement, regular cadence and high velocity. Brands investing in maximum PR velocity should expect multiple placed articles in relevant media outlets monthly; a boom in company awareness; accelerated media interest; and scores of carefully-timed pitches that build on each other, segue like clockwork, and strengthen and reinforce core company messages.

All this requires planning, investment and work. Maximum velocity PR requires understanding the market and competitive landscape, carefully developing a set of objectives and metrics, and delivering highly valuable insights..

Here's how to do it.



PR velocity shows a sense of urgency: And that's prima facie evidence of a brand that takes itself seriously, cares about what it's doing in the world and believes deeply in its own message.

BUILD A ROCK-SOLID MESSAGING FOUNDATION

Brands that get attention have robust, deep and complex messaging ready to roll out at high-velocity speeds. Crafting that messaging requires solid, nuanced understanding of the market and competitors, and an unsparingly honest assessment of the brand's own current reception in the media ecosystem.

Once that foundational knowledge is in place, brands can finesse and craft compelling content that persuades audiences about the brand's own offering and value proposition. They can also realistically set aggressive public relations campaign goals and put in place processes and standards to measure campaign progress.

anthonyBarnum has partnered with a wide variety of mid-market firms who've gone through this initial process as a requisite first step toward readying high-velocity public relations campaigns. Among our clients are technology, health care, professional services, real estate, law, architecture and design firms. The process is slightly different with each one of them, customized to the reality of their budget, vision and market landscape, but it generally includes these essential steps:

- 1. Assess the market and competitive landscape thoroughly.** Carefully assess the market and competitive landscape, and thoroughly analyze the market and a thought leader's current place in it. It's essential, before launching a thought leadership campaign, to have a clear and up-to-date view of where a client's market is today, and how it's perceived. That means understanding and assessing, not only how its own products and services are performing, but how the general public and the media view the organization, its competitors and key differentiators – what the media is saying about both the company and its market right now.
- 2. Audit the brand's own current media presence and message penetration.** When anthonyBarnum engages with clients, the firm generally does it in conjunction with strategic efforts that include, not only a competitive analysis and market analysis, but a Strengths, Weaknesses, Opportunities, Threats (SWOT) breakdown, and a thorough media audit. This deep dive generates the data needed to examine assumptions, gain insight necessary to contextualize key differentiators, and find clues on how best to own a segment or sub-section of its industry.
- 3. Craft compelling content.** Smart brands realize it's difficult to expect journalists to understand complex industries – and dangerously optimistic to hope for consistently accurate reporting – if brands haven't themselves first distilled, articulated and reinforced those narratives with stats and facts, and made them easily available. After all, if a brand can't tell its story in a concise and compelling fashion, how does it expect others to? To that end, savvy marketers invest in content creation.

anthonyBarnum recently published an ePaper on [Owned Media: Creating a Content Ecosystem](#) that's well worth reading on this topic. It identifies why creating and distributing branded content is of increasing value to today's marketers, who on average allocate 28 percent of their entire marketing budget to the effort. Today's public trusts corporate 'owned media' just as much as it does 'media as an institution.' Developing owned media offers marketers unique advantages, too: total control, infinite longevity, tremendous reach, versatility (repurposing) and cost-effectiveness.

4. **Shape a thought leadership platform.** A good thought leadership message – built from early strategic analysis and content creation investments – creates a new context or lens through which investors, stakeholders and customers can perceive a company, its brand, its products or services, and an entire market. Thought leadership platforms might be built on a brand’s new vision for an existing industry; a unique technical expertise; intellectual property; or history of driving change.

A good thought leadership program is complex, but also coherent: anthonyBarnum regularly helps clients put together messaging that has several layers that mesh together in an interconnected framework, all building upon and providing reinforcement for primary key points. A well-structured thought leadership platform provides a foundation for a good public relations team to create a dozen pitches over months, all tied to the same core message, but refracting and reinforcing different aspects of it. A well-structured thought leadership platform is absolutely critical to public relations velocity, because it continually provides something new to say about the current news cycle.

5. **Build an Objectives Map and set goals.** anthonyBarnum always works with clients crafting a thought leadership campaign to develop what we call an Objectives Map – a document that establishes a set of business strategic and tactical goals for the campaign to better measure it and gauge its effectiveness. An Objectives Map nails down specific goals in specific timeframes. It will outline actions to attract competitors’ customers, showcase a client’s role as a market disruptor, and position the company as innovators. The more specifics attached to a thought leadership position, both in terms of milestone goals, as well as supporting details and proof points, the better.



anthonyBarnum captures and analyzes client business goals, marketing objectives, content assets, audiences and media environments in a succinct Objectives Map dashboard that sets relevant metrics.

EXECUTE WITH URGENCY AND PERSISTENCE

All the upfront preparation really pays off when a brand springs into action to deliver its messaging to the media. A planned vision and set of thought leadership messages, carefully rolled out, not only complements product or service announcements, but it builds interest in advance of their launch and reinforces their relevance after launch. anthonyBarnum works closely with clients to ensure that when they're ready to announce, everything is teed up with these characteristics:

- **Market thought leadership with persistence and regular cadence.** Too many PR organizations fail because they tend to do announcements as one-offs – there's no ground-setting before an announcement, no follow-up after it, and no deep thought leadership platform that offers the basis for sparking and maintaining an ongoing conversation about the issues more important to a brand. Being persistent means working from predefined, clear objectives, meaningful concepts and a body of relevant research. Then, with this clarity, offering reporters concepts that are so urgent and insightful to their readers, they recognize the value.
- **Leverage social media to drive traffic, build conversation and reinforce messaging.** Use social media to actively engage stakeholder audiences. Social media, including blogs, provide a crucial delivery channel for public relations initiatives, thought leadership campaigns and overall brand-building. It offers a critical way to keep in front of the public, gather intelligence, engage in conversations, and highlight both brand insight and brand point of view. anthonyBarnum believes a strong social media presence on the right platforms influences the credibility and coverability of companies by the media.
- **Take advantage of deep, carefully cultivated media relationships.** Smart brand marketers choose to invest in building public relations programs carried out by people who are attentive, responsive, respectful of journalists, well-trained in diplomacy and have existing media relationships. Even if a marketing team has crafted the most brilliant and articulate corporate collateral, it's of little use if they don't have a public relations team that's able to reach out to media quickly, respond in minutes, stay focused, attentive and leverage long-standing relationships with the media built over months and years. A careful and respectful delivery goes a long way in and of itself to winning reporters over – and sometimes it counts even more than the technical specs and sheer quality of the products and services brand marketers are actually selling. See our recent blog, [What Reporters Want From PR: Relationship Building](#), for more insights.



Beyond the benefits of media attention and a higher public profile, high-velocity public relations programs help brands build a strong methodology to attract, service and retain new customers.



DOCUMENT FINDINGS—AND FINE TUNE FOR THE FUTURE

The Objectives Map's value is especially evident when a campaign is complete. With metrics agreed upon in advance, and specified in significant detail, it's clear at once whether a campaign met expectations or not. Conscientious measurement also provides anthonyBarnum and clients important direction on what makes sense to focus on next.

A wonderfully successful rollout, for instance, might put a client in a position where it can choose any of several ways to move forward. Sometimes if a brand has just conducted a successful rollout on the West Coast, it might want to reiterate the same campaign with slight tweaks on the East Coast to continue growing its audience in the same way but in a different geographical location. Alternately, a brand might choose to launch a completely different campaign: Possibly another announcement of an entirely separate product, but introduced relying on the same core brand messaging, or possibly an entirely new campaign that's not focused so much on attracting new customers, but instead on retaining those captured in recent campaigns.

Occasionally, campaigns don't come off entirely as expected. In these cases, anthonyBarnum works with clients to reexamine every aspect of a campaign's messaging, audience, tactical components and underlying assumptions. *Was there an unexpected technical glitch (e.g., did a product the team thought was ready for rollout end up exploding once customers got their hands on it)? Did messaging not engage the intended audience? What did the team learn about customers and the market that it didn't know before? What was surprising? What was more effective than expected? And so on.*

Having a careful post-mortem that addresses these sorts of questions provides very specific and helpful insight that helps develop future client campaigns. It provides an important store of institutional knowledge.

VELOCITY DIFFERENTIATES

Public relations depth and velocity is something that people notice – and not only people in the media, but potential customers, partners and investors. It shows, not only that a brand has a lot to say to the world, but that it has a deep, coherent and wide-ranging vision, and credible solution.

That vision gives structure to everything else. Product or company initiative announcements aren't one-offs: Instead, those announcements are built into the fabric of a booming, growing vision that's bursting onto the world, and demanding attention and respect.

Velocity shows a sense of urgency. Velocity and urgency are prima facie evidence of brands that take themselves seriously, care about what they're doing in the world, and believe deeply in their own message.

People with velocity and urgency are motivated, and a sense of being driven emanates from all they do. As individuals, the velocity of action determines the quality, quantity and rate or return of everything in your life. It's largely that way with brands, too.

Velocity requires thought, focus and investment, as well as the work of an experienced and brilliant communications team. But the potential dividends it offers make that investment well worth it: Accelerated company growth, flourishing brand awareness, and a vastly expanded opportunity to get directly in front of influencers with a compelling message.



Velocity of action determines the quality, quantity and rate or return of virtually everything a brand pursues



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P U B L I C R E L A T I O N S

Contact us for more information on how your organization can benefit from high-impact public relations and social media.

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