

# CONNECTED COMMUNICATIONS

5-POINT CHECKLIST TO ELEVATE  
YOUR PR & MARKETING

**GRAMMATIK**

# Introduction



There has never been a more fragmented and competitive communications landscape than what we have in 2021.

With so many people still spending a lot of time at home, the competition to reach those people through digital channels has exploded.

We're being bombarded by images, stories and advertising across multiple platforms each and every day.

Even though most people are relying on their digital devices for a sense of connection more than ever, they will start ignoring brands and messages unless they have a personal interest in them.

**Research firm  
Yankelovich estimates  
that we are exposed  
to around 4,000 to  
10,000 ads each day**

Adweek

How can brands and companies without deep pockets or massive marketing budgets still make a significant impact in the markets and to the people that matter most for their business?

The team at Grammatik have pulled together this eBook to help you evaluate your current marketing activity against a clear set of criteria.

As the world starts to ease back into a more familiar rhythm, take some time to think about some key elements for your marketing and PR and ensure that you're getting things right, so you can come out of this better than how you went in!

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# 1. What's your story?



There's a great tale from the mid-60s about JFK and the cleaner at NASA. You may have heard it but, if you haven't, it goes something like this:

President John F. Kennedy was visiting NASA headquarters for the first time in 1961. While touring the facility, he introduced himself to a cleaner who was mopping the floor and asked him what he did at NASA.

"I'm helping put a man on the moon!" was the reply.

The cleaner got it.

He understood the vision, his part in it, and he had purpose because of it.

He didn't think of himself just as a cleaner. He felt that he was an integral part of a much bigger, clear and very single-minded vision.

Brands and marketing can learn a key lesson from this possibly apocryphal tale.

It is important to approach marketing or PR with a real focus on the key message or messages that you want to get across with your communications.



## What's your story?

The starting point for this is a clear, well-defined positioning for your service, product or brand for the market in which you operate.

Define what your Unique Selling Point (USP) is and then consider how you can focus on and communicate that as a key part of your marketing and PR strategy?

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**Marketers who plan digital marketing campaigns when executing their strategy are 356% more likely to succeed**

Co-Schedule

# 1. What's your story?



It's vital that you can define and understand what is at the heart of your brand and what gives it a sense of purpose.

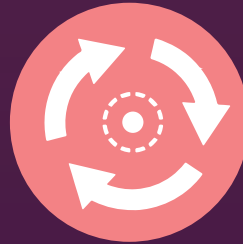
- **Research your market.**
- **Acquire a forensic knowledge of the space in which you operate.**
- **Speak to your customers – both existing and potential.**

Then use this insight to inform your marketing and PR.

Aim to create a consistent message across what can often be a fractured commercial landscape.

Once you've established your messaging, it's also important to make sure your marketing and PR are synced together.

Often these communications disciplines can be run independently of each other and, as such, messaging can become confused or less coherent.



Both your marketing and PR activity should work in harmony with clear and consistent messaging and communication across both channels.

A key part of being single-minded is ensuring your brand is distinctive.

Needless to say the look and feel of your brand – from the logo through to your colours, brand name and the language you use – all play a key role in how effective your communications will be.

Memorable, distinctive and consistent are just three benchmarks you should be looking to deliver when your customer comes into contact with your company brand assets and communications.

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**In 2018, more than 51% of content consumption was driven by organic search**

SEO Tribunal

## 2. Getting your message out



### Press & PR

Given that we are exposed to around 4,000 to 10,000 ads each day, it is important to consider the best routes to market when looking to get your message out there.

Whilst a single-minded approach to your messaging can pay dividends, you should look to push that message out through a variety of channels in order to maximise your impact.

.....  
**80–90% of customers now check online reviews prior to making a purchase, and this number is only expected to increase**

Forbes



Earning coverage in relevant publications and outlets with your stories can pay dividends when it comes to spreading your message.

PR mobilises third-party support to secure share of voice (awareness), share of mind (engagement), market advantage (preference), & approval & trust (reputation).

Perhaps it's contributing to an industry story, sharing news of a new product launch, stories about the people within the business or an in-depth case study on a recent project. All of these can make great content for your target audience in the right publication.

Nurturing relationships with journalists can take time – often you can shortcut that by engaging an agency with ready-made specialist contacts for you to gain exposure into the right publications.

## 2. Getting your message out

### Hyve Managed Hosting CASE STUDY

At Grammatik we work globally with a wide range of B2B technology companies to help them get their message out.

From large multinationals like Autodesk and Amazon Web Services through to new start-ups and everything in between, our team adopts a tailored approach to building a communications strategy for the partners we support.

When Hyve Managed Hosting needed to raise its profile and help drive business growth through wider awareness, Grammatik were on point to pick up the challenge.

Crafting a content marketing strategy that has landed in top tier IT titles like Techrader, IT Pro Portal and many more - the fully-managed hosting company has established a regular heart-beat of external coverage.

This success has been driven by a consistent and connected approach to their external communications.

You can read the **full case study** [here](#).

If you'd like to know how Grammatik can support your business - get in touch at [contact@grammatikagency.com](mailto:contact@grammatikagency.com)



Research conducted  
by Nielson has shown  
that PR is almost  
**90% more effective**  
than advertising

Nielson



## 2. Getting your message out



### Social Media

Social media is now a central component of any business communications strategy. Every company has got a presence on Twitter, Instagram, Facebook and LinkedIn but some companies are still really poor at delivering their story via the various channels open to them.

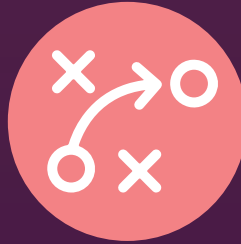
**In terms of online presence in 2020 it is your social channels rather than your website that provides a real, dynamic digital window into your business for the outside world.**

Chances are the reach of your social far outweighs that of your website, and in the UK alone there are 45 million active social media users, according to Statista (2020).

Whilst organic social may lost some traction since platforms continue to tweak their algorithms to suppress reach, it's still essentially a free window into your company to your partners and potential customers.

**Over 89% of marketers think social media is important or very important**

Buffer.com



Defining your strategy for social media is vital. What do you want those who engage with you to take away from your brand thinking? Are you looking to enhance your employer branding, drive sales, help understanding of your product, and drive recruitment?

What are the key benefits that you want social media to deliver back to your business? Again this ties back into the notion of being single-minded in your approach.

A scattergun approach will struggle to cut-through. For your social strategy, you should also get to understand the dynamics and specialities of each platform. Twitter, Instagram and Facebook, for example, will serve a very different purpose compared to LinkedIn and your content and frequency of posting should reflect that.

Keep it regular – create and define a schedule of consistent posting and commit to it. Tools like Hootsuite allow businesses to aggregate social feeds and schedule posts days in advance so it is easy to get organised and cover off your social comms across multiple platforms.

Take time to like and share and engage with other industry news that is relevant to you. Get involved in your space if your customers or followers comment on a post or ask a question, engage with them. Use relevant industry or topic hashtags (#) to tap into groups and searches so your content is seen in the right places by the right people.



## 2. Getting your message out

### Rapid Compact CASE STUDY

At Grammatik we believe that your marketing and PR activities should work in tandem with each other. We are advocates for a connected communications approach to ensure that your message can really cut through.

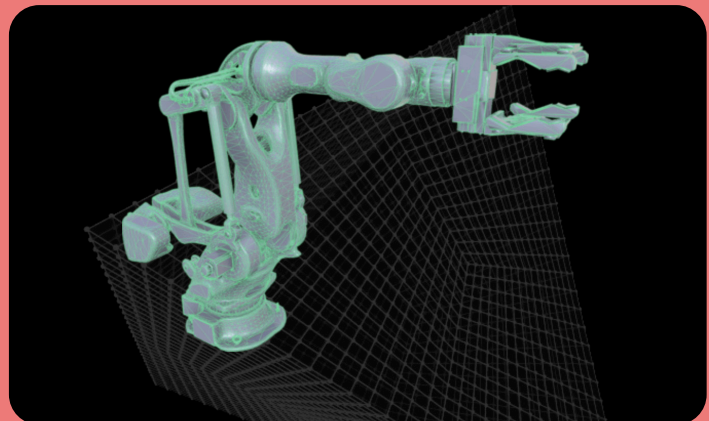
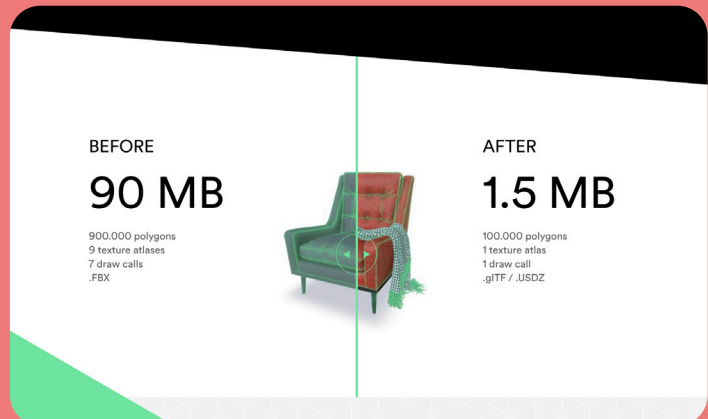
We have put this philosophy into practice across a broad range of global technology clients including pixitmedia (broadcast cloud technology) Expereo (global internet) and Container Solutions (cloud native transformation).

SaaS start-up DGG is a deep tech business based in Germany. Its pioneering tool Rapid Compact is leading the way in automatically optimising 3D assets across multiple platforms. When the company needed end-to-end support for their launch, Grammatik plugged in as its retained agency.

From brand positioning, language and tone through to website copy, social media and external press communications - our expertise helped spearhead a successful launch for the company and its trailblazing tool.

You can read the **full case study** [here](#).

If you'd like to know how Grammatik can support your business - get in touch at [contact@grammatikagency.com](mailto:contact@grammatikagency.com)



**Under 50% of businesses  
have the time to write  
a social media strategy**

Buffer.com

## 2. Getting your message out



Make sure you have a call to action on your shared content – perhaps driving the reader to email or visit your website for more information or similar content.

**Social media is a conversation, not a one way street.**

Use quality images in your social. You should always look to post good, clear imagery in order to drive engagement.

There's also been an explosion of growth in video on social media in recent years.

According to Forbes, views of branded video content increased 99% on youtube and 258% on Facebook between 2016 and 2017.

If you haven't taken a closer look at the power of social media and video together, you're in for a surprise. The numbers are big. Really big.



Hootsuite research showed that in one year, LinkedIn video posts generated more than 300 million impressions on the platform. They also earn an average of 3 X the engagement of text posts.

LinkedIn native videos are five times more likely than other content to start a conversation among LinkedIn members.

**A native video tweet is 6 times more likely to be retweeted than a photo.**

With 4k mobile phones and simple editing tools readily available, it is possible now to create and share decent, impactful video content for your social channels more than ever before.

Maybe it's cutting together a quick edit at an industry event you are attending or a creative video of your team at work, showcase your company culture – all this type of content really helps engage with your followers more effectively and grow your brand.

**Search engines drive 93% of all website traffic**

SEO Tribunal

## 2. Getting your message out



### Owned media

**Maximise your own media.** You have a website, right? Make sure it is optimised for search by filling it with content to help boost your positioning on Google and other search engines.

Use SEO tools like Moz or SEMRush to identify issues and opportunities to fine-tune and improve on your current position with smarter content and focus on key-words with impact.

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**Content marketing gets three times more leads than paid search advertising**

Content Marketing Institute



### Partnership marketing

No company is an island.

For marketing and PR opportunities, you should always look at the broader industry to see where you can tell stories about your business and share examples on how you fit in and add value.

This may be creating a case study with a recent client, an online event/webinar that you can host together or an introduction to other businesses that might value your services. The opportunities should be many and varied.

**Be an evangelist.** Actively seek out opportunities to share what you do in as many forums as possible. Commit time to speaking at conferences, giving interviews with magazines, sharing your company stories on social or giving commentary about the industry in which you work.

Offer an opinion, a point of view and get involved.



## 2. Getting your message out



### Webinars & Podcasts

Webinars or virtual events are a great way to present new products and services while still providing ample interactivity with attendees. It's easy to host with a good connection using platforms such as Zoom, GotoWebinar and many others.

Webinars are more intimate than stage setups and therefore, don't require the same production value. A pre-built PowerPoint presentation and a decent laptop camera are all you need. Sending regular updates on social and sharing the signup to your mailing list will rack up attendees fast.

For launching products, this is a low-cost, high-value way to demo live. Lead details of attendees are then available to be contacted for in-email follow-ups about products, services and future webinars. No badge scanning required!

Podcasts are another effective route to market which amplify your brand and engage your target audience. For industry-focused podcasts, you can also invite prospective clients as guests, creating a savvy way of generating new business leads. They also create a regular, topical flow of content as part of your ongoing marketing mix.



### Engaging your staff

Your staff can be one of your greatest marketing and PR advocates. Inactivity amongst staff when it comes to helping with your marketing and promotion efforts can be overcome.

Often by having a good internal comms network which makes sure they are aware of both the opportunity and the desire for them to get involved and be advocates and evangelists for the business.

Even if you are a business with a small team, having an engaged and mobilised employee core who are out there being active advocates for what you do it can make a real difference.

#### Recent research by Everyone Social for an employee advocacy guide unearthed some interesting stats:

- Your employees have an average of 1,090 social connections (and growing)
- Employees have 5x more reach than corporate accounts
- 84% of people trust recommendations from friends, family, colleagues over other forms of marketing.

So it's a fantastic resource waiting to be tapped in terms of your marketing and PR activities if you approach it in the right way. Turn your entire company into an army of marketers.

## 2. Getting your message out

### Lightforge webinar

#### CASE STUDY

LightForge Academy is a dedicated learning environment for creative industry hopefuls and graduates. Lightforge's ambition is to work closely with its graduates and help them find jobs in their chosen sector.

Its courses respond directly to industry skills requirements and bridge the gap between academic learning and working life by nurturing individuals and mentoring them in how to manage their career paths, from first steps to dream jobs.

Grammatik was tasked with planning a webinar for LightForge Academy that would discuss the various different routes into the Games Industry.

This webinar was part of a wider campaign that sought to educate young people about the different kinds of jobs that are available in the creative industries – including film, TV, and VFX.

As part of the brief, Grammatik decided on the topic, title, speaker, and abstract as well as setting up a space within LightForge HQ to film and promote in the lead up to the webinar.

You can read the **full case study** [here](#).

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**Recent studies suggest that 20 to 40% of webinar attendees turn into qualified leads**

[Zoom Info](#)

## 2. Getting your message out



### Creating a multi-channel campaign

There are many weapons in your potential digital marketing armoury. Whilst it might be tempting to do as many different activities as possible, it is more important to plan and deliver an effective coherent campaign.

At Grammatik we can take you through the options available and create a tailored action plan to fit with your business objectives.

These may include online lead generation, nurture campaigns & email strategy PPC, Google AdWords, paid media and social advertising or maybe even blogger and influencer engagement.

### Content marketing rates in conversion rates six times higher than other methods

Content Marketing Institute





### 3. The competitive landscape

Whilst it's important to get your own house in order with regards to your brand position, strategy and plan, it's equally important not to operate in isolation.

Benchmark all of your PR and marketing activity against what your competitors are up to.

Being in tune with the competitive landscape is a no brainer when it comes to running your business. What is your USP? What do you deliver over and about another company?

If you are being outflanked in terms of price can you define a niche with excellent customer service?

Follow your competitors' social media, listen to their webinars, subscribe to their newsletters, and visit their website. Set up a Google alert so you get an email whenever they get coverage online.

We're not advocating copying what your competitors are doing when it comes to marketing and PR activity.

However, brands that cut through are often the ones who really understand and monitor what is going on immediately around them and in their wider industry.

**Small businesses with blogs get 126% more lead growth than small businesses without**

Content Marketing Institute



## 4. What does success look like?



With more and more pressure on marketing and PR budgets it is important to ensure that it is accountable and there is an understanding on what you are trying to achieve - be that new customers, sales, a level of awareness or even just an amount of coverage.

Your PR and marketing activity should sync to your overall business targets, and it is always important to understand what you are aiming to achieve with your activity.

Constantly review what's working and what's not. Have clear and open lines of communication between contributors and invested parties so everyone pulls in the right direction.

If you're using an agency, then a shared channel on Slack can remove the overload of multiple email threads and muddled communication.

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**26% of marketers do not set any goals**

Co-schedule



## 5. Are you keeping it fresh?



### Learn from your mistakes.

Albert Einstein is often credited with the statement that “the definition of madness is repeating the same mistakes over and over again and expect different results.”

It doesn't take Einstein to surmise that the same can be said of your marketing and PR activity.

If something is not working, if you can't figure out how to get positive results, then get rid of it from your activities.

### Learn from your mistakes.

Fail fast, move on and try something new.



### Don't rest on your laurels.

Don't be afraid to innovate and try new things.

It can pay dividends to be agile and responsive when new marketing and PR opportunities present themselves.

Being tuned into your competitive landscape, being active with social listening and being connected with the publications who are writing about your industry will help with this immensely.

At Grammatik, we believe in this philosophy and aim to constantly challenge the status quo with our clients.

**75% of total  
marketing budget  
will go to digital  
marketing by 2021**

SalesForce



## 5. Are you keeping it fresh?

### Movidiam

#### CASE STUDY

At Grammatik we understand that no two clients are the same. That's why we never use a 'cookie cutter' approach to the challenges that we take on. We have expertise across a wide-range of communications disciplines and will tailor a strategy that's right for you.

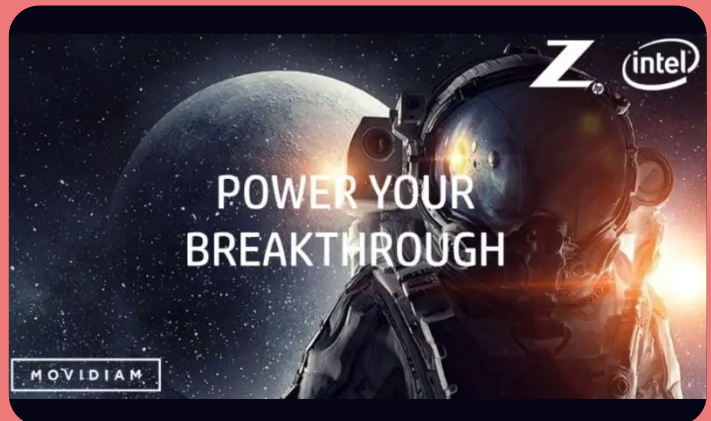
Movidiam is a creative network consisting of 1000s of freelancers and small teams across the globe. The diverse range of members includes individuals from the advertising, broadcast, technology, VFX and gaming industries.

Movidiam's **#PowerYourBreakthrough** initiative aimed to provide aspiring creative professionals with a series of free classes from leading creative industry professionals.

In partnership with Hewlett Packard and Intel, Grammatik provided a winning combination of influencer marketing, industry body and university research, content creation and press coverage, to spread the word about the initiative.

You can read the **full case study here**.

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**Influencer marketing on Instagram has grown to a \$2.3 Billion dollar industry in 2020**

MediaKix

# About Grammatik

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Grammatik Agency is a specialist PR and marketing team with clients across the creative technology space and computer graphics industry.

Our expertise includes global internet, cloud computing, data storage, VFX, animation, SaaS, broadcast tech, creative studios and short film promotion.

To date we've helped over 50 clients from all over the world on different briefs – from full service long-term marketing support, to more project driven content strategy, video production, rebrands and website builds

We work across a whole range of PR and marketing channels with different activities from traditional PR through to content marketing, thought leadership, branding, strategy and digital marketing.

Our clients often come to us with specific challenges that they want us to address and we very much have a tailored approach to everyone we work with.

**Get in touch for a chat and we'll be delighted to come up with ideas and strategy to improve your marketing and PR.**

Thank you!

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