

B2B PR

As practiced by the William Mills Agency.



BELIEF #1

*B2B PR HELPS COMPANIES WITH
COMPLEX OFFERINGS TO:*



Better tell
their stories



Expand
awareness
within
marketplace



Influence
the purchase
decision



Increase the
value of their
companies



Increase a
company's
influence within
the market

BELIEF #2

*A BALANCED APPROACH
TO PR INCLUDES:*



Consistent
outbound
company/
product news



Thought
leadership or
subject matter
expertise



Customer
reference
programs

BELIEF #3

*AWARENESS & CREDIBILITY COMES BEST
THROUGH THE "IMPLIED ENDORSEMENT OF
RESPECTED AUTHORITIES," SUCH AS:*



Professional
media



Associations



Analysts



Industry
leaders



Bloggers &
consultants

BELIEF #4

*SOCIAL MEDIA'S VALUE
IS PRIMARILY IN:*



Reaching people
through preferred
channels



Extending the
reach of content



Improving
search results
(SEO)



Driving people
to action/
engagement

BELIEF #5

*COMMUNICATIONS SHOULD BE
PROFESSIONAL AND EASY TO UNDERSTAND*

William Mills Agency practices

Media-centric PR,

which puts a premium on establishing
mutually respectful relationships with the
media, through providing good stories, **understanding
their needs** and working with them
as if they are clients too.

Visit us at williammills.com