The New Rules of Marketing & PR

The Pragmatic Marketer

The Secrets of Market-Driven Leaders

NEW RULES OF MARKETING

David Meerman Scott

Pragmatic Marketing

software2007

Powered by Innovation
Market-Driven Leadership

Create the products people want to buy

- Training
- Consulting
- Content
- Community

New Rules of Marketing & PR

Strategic Role of Product Management

products people want to buy

Create the products people want to buy!
The old rules of marketing & PR

the media wrote about you
- or -
you could advertise

( but there weren’t any other options )
On the Web…

…You Are What You Publish

QUESTION:
What are you?
Does your company have great products?
Great Products?

Get over it!!

Marketing and PR is NOT about the product
MSRP Starting at $20,145 (excludes taxes)

Find a Dealer
Zip Code
GO

Base MSRP: $20,145
Cash Allowance: $3,000
Your Price: $17,145

You Are What You Publish!

- Micro Sites
- Datafeeds
- Personalized News
- Audio
- Online News Releases
- Conversations & Commentary
- Video
- Content lens

Logos:
- Cingular Adelante
- Google News
- RSS XML
- PRWeb
- Blogger
- YouTube
- Podcast.net
- Squidoo
The Long Tail of Web Content

Programs that you create at the long end of the tail yields highly profitable and sustainable results.
Example: Cervélo Cycles
Web Sites for *Buyers* (not egoists)

- Optimize site for buyer personas
- Move visitors into and through the sales cycle
Web Content for Buyer Personas

“South by Southwest Suzy”  “Analog Artie”  “Mainstream Mike”  “Freddy Freeloader”

Arctetypes courtesy of: Information Today, Inc. (infotoday.com), Buying & Selling EContent ‘07 “Making Sense of Users Project,” Michael Cheveldave, NuOptiks (Castlegar, BC); consultant, Gib Robbie, graphic artist. All rights reserved. Used with permission.
Sony KDE-42XBR950
42" XBR® Plasma Wega™ TV with built-in HDTV tuner

Buy from Crutchfield
Item #70042XB950
In Stock
Our Price - $7,999.99 - FREE in-home delivery
As low as $200.00/mo
No interest, No Payments till June 2005

Guarantees & Services
See what you’ll get

Add to Cart

Tabletop stand is optional

Sony’s gorgeous 42” XBR Plasma Wega is the next step in the evolution of plasma TVs. It joins Sony’s 50” and 61” versions as being the first plasmas we’ve seen with a built-in HDTV tuner. That’s one less box you’ll have to buy and hook up!

The KDE-42XBR950 is a 2-piece system; the separate outboard “Media Receiver Unit” tuner/switcher also holds the key to this TV’s spectacular picture quality. It houses Sony’s latest Advanced Wega Engine™ multi-step video processing system. Wega Engine consists of three key technologies engineered and designed by Sony:
Choosing a TV for Today ... and Tomorrow

Now is an exciting time to be shopping for a TV. Truly top-notch picture quality continues to become more affordable — thanks in part to technologies that weren’t even available five years ago! If your home is like most, the TV is the audio/video component that gets the most use. What you can learn here in just a few minutes could dramatically increase your viewing pleasure for years to come.

Whether you’re looking for a 20” model for the bedroom or a 70” HDTV for a family-room home theater, you want your TV to do a good job displaying your primary programming source, whether that’s an antenna, cable, or satellite signal. And you also want to make the most of all your other video sources: DVD movies, videotapes, video games, etc.

To help you keep up with the latest TV advances, our TV Glossary will help you cut through the jargon and buzzwords. And our HDTV article will bring you up to speed on America’s transition to digital TV broadcasting.

To help you zero in on the TV that’s right for you, we’ll try to stay focused on the basic factors that determine how big, clear, and realistic the picture on your new TV will look:

- Screen type
- Screen size
- Regular or High-Definition-capable
- Screen shape (aspect ratio)
Create marketing for your *buyers*

Use the words and phrases that buyers understand
What does this company do? [Company X (Nasdaq: XXXX)] provides business integration software to integrate, assemble and optimize available IT assets to drive business process productivity. [Company X] delivers an innovative, enterprise-class business integration platform that incorporates proven integration technology with next generation capabilities into one interoperable set of tools that delivers a unique combination of efficiency, agility and control.
What does this company do?

[Company X (Nasdaq: XXXX)] provides business integration software to integrate, assemble and optimize available IT assets to drive business process productivity. [Company X] delivers an innovative, enterprise-class business integration platform that incorporates proven integration technology with next generation capabilities into one interoperable set of tools that delivers a unique combination of efficiency, agility and control.
Winner = “next generation” = 9895 mentions
Blogging for business (it works)
Is Virtualization over rated?
April 29th, 2007

Last week Beth Panseau, News Writer for SearchStorage.com, published an interview with Jay Kidd of NetApp, with the title: "NetApp VP says storage virtualization over rated."

I read the article and while Jay did not come out and say those words, he did say that file virtualization was a niche market for lease end migration and most of the vendors in that space were not making money. While I agree with Jay that many of the vendors in this space have not been successful, I believe it is because of limitations in their virtualization solutions. If virtualization is implemented properly it should be able to provide non-disruptive copies for concurrent backup, replication of consistency groups for business continuance, consolidation with shared multi-tenancy, partitioning for QoS, audit logging for compliance, data mobility without reboot, tiered storage for lifecycle management, in addition to device migration. Virtualization can provide increased scalability, increased availability, and increased performance while simplifying management and configuration complexity...

While Jay says that the NetApp V series, is a direct competitor to the Hitachi TagmaStore for data center virtualization, he does say “We caution people is, if you move toward the level of having a single device, let’s say it’s virtualizing six arrays behind it, that device needs to have the performance and availability of the aggregate — it has to be six times better than each
Cisco Systems

BBC To Go Ahead with On Demand TV

LONDON - The governing body of the BBC has given the go-ahead for the launch of a catch-up TV service called iPlayer later this year. This will allow users to view on demand a range of BBC content within specific time windows.

This will be a massive test of a number of policy and technical aspects of using the internet to deliver content that has traditionally been broadcast.

Firstly, there is the question of a limiting access to a defined group of internet users. The content should really only be available for free to those who have paid the BBC licence fee (currently 135.50 GBP = approx 270 USD per annum). The BBC have been restricting viewing of other services to date via geolocation of IP addresses and will presumably do the same again. So if I use my home connection in London I would get the service but if I use my Cisco VPN gateway to the US presumably I would be blocked.

> Read More

Posted by Richard Allan at 12:30 AM Permalink | Comments (0) | Trackbacks (0)

May 01, 2007

Why Private Equity loves to wear SOXs

EMAIL NOTIFICATIONS

Sign Up  Remove
Web 2.0 in Art

There's been a lot written lately regarding the usefulness of Web 2.0 and social software applications that I plan to write about in an upcoming post. But, the prolific business card artist Hugh MacLeod recently posted these two pieces that clearly take one side of the

the web 2.0 thing you just me didn't actually increase sales...

yes but all my techie friends were REALLY impressed!

Digg this • Add to del.icio.us • Add to Technorati Favorites!
A Conversation with Dell

We all have our tech support horror stories to share. This one—a particular painful example of incompetence—comes from my online friend Randy Miller in Glendale, Arizona. He initially posted it on a local discussion list, but kindly gave me permission to repost it here. “Maybe Dell will call me to fill out a survey,” he commented.

Randy Miller wrote:

First, let me say that I have always pushed Dell as a reliable solution to my clients. One of the reasons is their “stellar” tech support. It appears I was out of the loop. What follows is an actual transcript of my recent attempt to upgrade a client laptop from Windows Media Center Edition to Windows XP Pro. We purchased the C from Dell for the upgrade and received a bad product key. It has been a month and we have still not received the new CD you will see promised in 3-5 days by the supervisor. I changed the names of everyone and
May 04, 2007

Why Microsoft + Yahoo! makes sense - and why it won’t work
by Charlene Li

The New York Post and WSJ.com just came out with stories of a rumored merger between Yahoo! and Microsoft. On paper, the deal makes sense for the following reasons, but in the end it’s going to be so hard that I don’t think it will happen.

First, let’s take a look at why it makes sense:

- **Audience combination.** Yahoo! and Microsoft have two of the largest online audiences - according to Nielsen/NetRatings, 107.8 million and 95.4 million respectively in the US in March 2007 (Update: note that these are BRAND level, unique users for Yahoo! and MSN/Windows Live). Google had slightly more uniques than Yahoo! (108.4 million), but the combined unduplicated audience for Yahoo! + Microsoft is 129 million.

- **Advertising powerhouse.** While Google leads in search marketing, Yahoo! and Microsoft dominate display advertising. Google’s recent acquisition of Doubleclick (which Microsoft was bidding for as well) puts extra emphasis on the need to shore up their dominance in this space. Microsoft’s upcoming Strategic Account Summit next week should be particularly noteworthy given the rumors.
“But we’re a big, famous, and conservative company, We can’t put videos on YouTube!”

“Our customers won’t understand”
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<th>Comment</th>
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<td>I love the little guy in the glasses. He is not only handsome, but a technical powerhouse.</td>
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<tr>
<td>nonoctave</td>
<td>3 weeks ago</td>
<td>Wow, this is a viral advertisement made by IBM? That's pretty amazing because it's actually funny. I'm ok with more ads like this one.</td>
<td></td>
<td></td>
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<tr>
<td>kilworthbear</td>
<td>3 weeks ago</td>
<td>Not bad at all...will watch more</td>
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<tr>
<td>brushka</td>
<td>3 months ago</td>
<td>Hey, this is a brilliant, subtle commentary on corporate sales!</td>
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<td>needsomesleep</td>
<td>4 months ago</td>
<td>So funny, hahahahah!</td>
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<tr>
<td>gothreaper</td>
<td>4 months ago</td>
<td>you just got mentioned on slate dot com</td>
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<tr>
<td>Rebecca263</td>
<td>4 months ago</td>
<td>Viral video, yuck.</td>
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Blogs go to work
The business landscape now includes the blogosphere

Some people fear that blogs only exist to attack brands and destroy careers.

Others exult that blogs will allow corporations to disintermediate the press, advertising, and other managed forms of communication, thereby allowing them to reach interested parties directly with their own version of the truth.

IBM’s official, corporate position is that adherents of either view need to chill a bit.

The fact is, blogs are a fact of life today and a leading source of information and entertainment for an increasing number of people -- as well as an opportunity to collaborate and share ideas.

But blogs’ popularity and usefulness are, in large
IBM Syndicated RSS feeds

Now you can have all the IT information you need at your fingertips with IBM syndicated feeds. Keep up with the latest from IBM: from news headlines and press releases, to software support, to the latest technical documentation from sources such as developerWorks and IBM Redbooks. Scroll through the list to browse the more than 300 feeds, or click the links below to jump down to each category.

To subscribe to a feed, right click the XML button and copy and paste the feed link to your RSS reader client.Alternatively, for users of Bloglines, My Yahoo, Pluck and Rojo, you can simply click the particular button to add it to your account. If you're new to RSS feeds, click the Learn more link to the left.

Terms for the use of third-party links can be found below.

Choose a news feed type:

Available feeds:
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- Industries and solutions
- alphaWorks
- developerWorks
- Press Room
- Redbooks
- PartnerWorld
- Software - General
- Software - Information management
- Software - Lotus
- Software - Rational
- Software - Tivoli
- Software - WebSphere
- Software - Other
- IBM - News by country
- IBM Global Services
- Investor Relations
- On Demand Business
- Ideas from IBM
- Human Ability and Accessibility Center
Online News Releases

...a great way to reach buyers DIRECTLY
The evolution of the news release

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<th>consumer</th>
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Pragmatic Marketing
The old rules of press releases

In the old days, a press release was — shockingly — actually a release to the press.
Ye Olde Press Release Rules

- Nobody saw the actual press release except a handful of reporters and editors.
- You had to have significant news before you were allowed to write a press release.
- A release had to include quotes from third parties, such as customers, analysts and experts.
- The only way your buyers would learn about the press release’s content was if the media wrote a story about it.
- The only way to measure the effectiveness of press releases was through “clip books,” which collected every time the media deigned to pick up your release.
The old rules no longer apply!

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<td>Technorati™</td>
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<td>topix.net</td>
<td>My Feedster</td>
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[Software 2007: Powered by Innovation]
Case Example - News Releases
Google News search...

Axway Accelerates Sales Cycle with WebEx Event Center and WebEx...
FR Newswire (press release), NY - Sep 28, 2005
... Sales Center enables the Axway sales organization to accelerate sales cycles and ... those leads quickly and cost-effectively through our sales cycle.

Axway Accelerates Sales Cycle with WebEx Event Center and WebEx...
Yahoo! News (press release) - Sep 28, 2005
... Sales Center enables the Axway sales organization to accelerate sales cycles and ... move those leads quickly and cost-effectively through our sales cycle.

In the US, gloom for big papers
International Herald Tribune, France - 7 hours ago
... Movie ads are in a trough as box-office sales slump. ... These trends are likely to accelerate ... Times, saying the reason was largely the relentless cycle of cuts.

Miracle NT Chooses Siebel CRM OnDemand to Accelerate Sales and...
Business Wire (press release), CA - Sep 22, 2005
... on an evaluation of CRM systems that would manage all aspects of its customer interactions from improving the productivity of the sales cycle to increasing...

Interwoven Customers, Partners and ECM Industry Experts to Convene...
PR Newswire (press release), NY - 6 hours ago
... to minimize business risk, accelerate time-to ... which reduce business process cycle time from ... collaboration through design, production, sales, marketing, legal...
...leads to a news release from WebEx...

Axway Accelerates Sales Cycle with WebEx Event Center and WebEx...
FR Newswire (press release), NY - Sep 28, 2005
... Sales Center enables the Axway sales organization to accelerate sales cycles and ... those leads quickly and cost-effectively through our sales cycle. "For Axway ...

Axway Accelerates Sales Cycle with WebEx Event Center and WebEx...
Yahoo! News (press release) - Sep 28, 2005
... Sales Center enables the Axway sales organization to accelerate sales cycles and ... and move those leads quickly and cost-effectively through our sales cycle. "...

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Axway Accelerates Sales Cycle with WebEx Event Center and WebEx Sales Center

Application Integration Industry Leader Optimizes Marketing and Sales Processes with WebEx Application Suite

SANTA CLARA, Calif., Sept. 28 /PRNewswire-FirstCall/ -- Axway Software, a world-recognized leader in integration technologies and business process management, has improved the efficiency of its lead generation, qualification and sales processes with two on-demand web meeting applications from WebEx Communications (Nasdaq: WEBX). As part of its sales process, Axway uses WebEx Event Center to host targeted web seminars for lead generation, and WebEx Sales Center to quickly qualify and close prospects with online sales presentations and prospect-branded sales portals.

Axway has increased leads by 30 percent by hosting a series of live web seminars. WebEx Event Center has a range of process-centric capabilities that make web seminars simple to arrange and deliver, compelling to attend, and easy to track and manage. WebEx Sales Center enables the Axway sales organization to accelerate sales cycles and increase prospect-to-sales conversion rates with effective online sales presentations and team selling. Axway sales and alliance representatives also use WebEx Sales Center to create personalized prospect portal sites where they can post sales collateral and documentation for opportunities in process.

"WebEx Event Center and WebEx Sales Center are built specifically to play a key role in a web-enabled sales and marketing business processes and it is that specialization that allowed us to generate solid results from these applications," said Scott Neumam, SVP, US Operations, Axway. "WebEx Event Center and WebEx Sales Center have enabled us to generate more qualified leads..."
Google Web search...

WebEx Sales Center Helps Coldwell Banker Europe Accelerate the...  
“Coldwell Banker Europe is a great example of how WebEx Sales Center can accelerate the sales cycle, improve customer interaction and cut costs.”...
webex.com/pr/pr375.html - 46k - Cached - Similar pages

Axway Accelerates Sales Cycle with WebEx Event Center and WebEx...  
Axway Accelerates Sales Cycle with WebEx Event Center and WebEx Sales Center...
webex.com/pr/pr360.html - 47k - Cached - Similar pages

IBM Sales Connections helps diCarta accelerate the sales cycle to...  
In January 2005, when diCarta was looking to sell their solution to a Texas-based life sciences company, Finn remembered what he learned at the IBM...

ON24 Launches Lead Scoring Solution to Accelerate Client's Sales Cycle  
Accelerated sales cycle by decreasing the time from generating the audience to the closing of sales. – Increased productivity by organizing sales leads by ...
www.primezone.com/newsroom/news.html?id=93243 - 14k - Cached - Similar pages

Accelerate the Sales Cycle  
Welcome to the only website designed and built to serve the IT professional. Our focus is on Organization, People, Process, and Technology issues.

Accelerate your Sales Cycle with Fastiva  
Accelerate the Sales Cycle You can trust Fastiva SalesWorks to deliver all the relevant, credentialed information you need without wasting hours searching, ...
www.fastiva.com/campaigns/works/sales/accelerate.htm - 2k - Cached - Similar pages
...also leads to a news release...

WebEx Sales Center Helps Coldwell Banker Europe Accelerate the...  
"Coldwell Banker Europe is a great example of how WebEx Sales Center can accelerate the sales cycle, improve customer interaction and cut costs."  
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www-904.ibm.com/ct090020/isv/marketing/industry/networks/howto/salesconnections_dicarta.html - 32k - Cached - Similar pages

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www.factiva.com/campaigns/works/sales/accelerate.htm - 2k - Cached - Similar pages
...in the WebEx online media room...

WebEx Sales Center Helps Coldwell Banker Europe Accelerate the Sales Cycle and Optimize Sales Process

Leading Realty Company Leverages WebEx Sales Center Integration with Salesforce CRM to Increase Sales and Enhance Home-Buying Experience

SANTA CLARA, Calif., January 11, 2006—Coldwell Banker Europe, a premier provider of full-service real estate, has improved efficiency by using WebEx Sales Center to enhance its high-touch sales processes with “web-touch” client interactions in the offices in France. WebEx Sales Center, from on-demand collaboration applications provider WebEx Communications (Nasdaq: WEBX), helps sales organizations quickly qualify and close prospects with online sales presentations, team-selling tools and salesperson-driven portals.

Real estate agents in Coldwell Banker Europe’s offices use the seamless integration of WebEx Sales Center and Salesforce CRM from salesforce.com to start online client meetings and create personalized portals from within the CRM environment. The two on-demand applications work together to create a unified solution for managing customer communications throughout the entire sales cycle and provide a comprehensive view of all customer data and interaction.

“WebEx helps us sell smarter, better and faster. People shopping for new homes have to contend with a rapidly changing marketplace and make important decisions based on the availability of very detailed information unique to each home they are considering,” said William Dyer, Coldwell Banker Europe’s director of sales.

Contact: Colin Smith, WebEx Communications
408-566-5694 or colin.smith@webex.com

About WebEx
Investors
Careers
News & Events
• Press Release Archive
• Media Coverage
• Awards
• Events
• Press Kit
Partner Program
Developer Program
Contact Us
...with a free trial offer...

About WebEx Sales Center
WebEx Sales Center was created specifically for sales professionals, with capabilities designed to improve team selling, engage prospects throughout the sales cycle, and provide real-time sales management and analytics. WebEx Sales Center enables sales teams to leverage the power of the web to generate sales leads, qualify prospects, conduct persuasive sales presentations and close deals more quickly. Its seamless integration with leading CRM and SFA applications help sales organizations get more use and value from their sales solution investments.

WebEx Sales Center offers a free 14-day trial. To learn more about WebEx Sales Center or to register for the free trial, go to: [www.webex.com/go/sales-freetrial](http://www.webex.com/go/sales-freetrial)

WebEx Sales Center helps sales professionals leverage the personalized selling experience they can create with CRM applications such as Salesforce. WebEx Sales Center integration with Salesforce CRM is made possible through the WebEx MediaTone and Sforce integration platforms.
...leading directly into the buying process
The new rules of press releases

• Don’t just send press releases when “big news” is happening; find good reasons to send them all the time.
• Instead of just targeting a handful of journalists, create press releases that appeal directly to your buyers.
• Write releases replete with keyword-rich copy.
• Create links in releases to deliver potential customers to landing pages on your Web site.
• Optimize press release delivery for searching and browsing.
• Drive people into the sales process with press releases.
Viral Marketing
Web Ink Now

New complimentary e-book - The new rules of PR: How to create a press release strategy for reaching buyers directly

The Web has changed the rules for press releases. The thing is, most old-line PR professionals just don't know it yet. But YOU need to understand the new rules. To help you, I just published a complimentary e-book called: The new rules of PR: How to create a press release strategy for reaching buyers directly. Please download it and pass it on.

Because the rules for relating to the public have changed so slowly over the past ten years (since the Web has allowed people to read press releases directly), practitioners who learned based on the old rules have been equally slow to change. In fact, most old-school experts have refused to change altogether. It is time to step it up and consider the promise Web 2.0 public relations holds.

Today, savvy marketing professionals use press releases to reach buyers directly.

While many marketing and PR people understand that press
What would David do?

David Meerman Scott reports that his new ebook *The new rules of PR: How to create a press release strategy for reaching buyers directly* is getting more than a thousand downloads a day. The ebook contains a simple idea, well presented. He also tells me that he’s getting plenty of traffic from his Squidoo lens, which feeds his blog, which feeds his ebook and then back to his lens.

We’re seeing a new ecosystem, where each of the pieces is slightly different from the tools we’re all used to.

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TrackBack URL for this entry:
http://www.typepad.com/t/trackback/4074573

Listed below are links to weblogs that reference *What would David do?*

- Seth Godin Urges Marketing Responsibility from The Marketing TRANSFORMER
  Seth Godin gets a lot of press, and I mean a lot of press! He is the consummate self-promoter, but he carries along with it a ton of marketing wisdom. I picked up my copy of All Marketers Are [Read More]
  Tracked on January 19, 2006 at 01:41 PM

- The New Rules of PR from Strategy Central
  This has tremendous potential! We’re always trying to figure out how to get the word out about what we’re doing. We love word of mouth and the sneezers that love what we’re doing. But is there a way to use [Read More]
  Tracked on January 20, 2006 at 11:19 AM

- Another Free eBook: The New Rules of PR from Smart Marketing
  A couple days ago I found this interesting eBook by David Meerman Scott by way
Steve Rubel

Micro Persuasion
Steve Rubel explores how new technologies are transforming marketing, media and public relations.

THURSDAY, JANUARY 19, 2006

Direct-to-Consumer Press Releases Suck

David Meerman Scott has written a new free e-book called “The new rules of PR: How to create a press release strategy for reaching buyers directly.” The gist of the ebook is that marketers should view press releases as a way to reach buyers directly through real-time indexes like Google News and that the media has been disintermediated.

In the book, David outlines several core points...

• Don’t just send press releases when “big news” is happening; find good reasons to send them all the time.
• Instead of just targeting a handful of journalists, create press releases that appeal directly to your buyers.
• Write releases replete with keyword-rich copy.
• Create links in releases to deliver potential customers to landing pages on your web site.
• Optimize press release delivery for searching and browsing.
• Drive people into the sales process with press releases.

Lots of people buy into this tactic. And while I am a fan of taking applying an SEO-mind to PR, I feel strongly that fluffy press releases that are not for the press are bogus. I am adamant that we should not be spamming the press releases wires. Investors and journalists feed on these for real news. Put your energy into launching blogs and engaging in direct-to-consumer conversations. (via Seth)
Web

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( the only form of marketing that does not rely on interruption )
Who is this?
Apollo CSM "Cobra Head" communications control assembly

This beautifully crafted communications control assembly was used for routing communications, biomedical signals, and warning tones. The control head, often referred to as a "Cobra Head" by the astronauts, allowed the astronaut to speak to crewmates over the Intercom (I/COM) or to Houston (XMIT). This example contains NASA stamps identification part number LMS.
David Scott
Apollo 15 Commander
First man to drive on the moon
David Scott the moonwalker and David Scott the marketer
There is only one David Meerman Scott
Second Life

“An online society within a 3D world, where users can explore, build, socialize, and participate in their own economy.”
Meerman Henley

(Also known as David Meerman Scott)
American Apparel
Reebok
Starwood Hotels
Toyota
Sun Microsystems
Uncle Seth (indie rock band)
Uncle Seth
Uncle Seth merchandise
NPR studio
Reuters News Center
What can your company do in Second Life?
The New Rules of Marketing & PR

On the Web…

…You Are What You Publish

QUESTION: What are you?
Create the products people want to buy

Market-Driven Leadership

New Rules of Marketing & PR

Strategic Role of Product Management

- Training
- Consulting
- Content
- Community

products people want to buy
Complimentary ebook

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The SECRETS of Market-Driven Leaders
How technology company CEOs create success (and why most fail)

by Craig Stull, Phil Myers, and David Meerman Scott

http://www.pragmaticmarketing.com/secrets
Path to Profitability

Sales-Driven

Market-Driven

Competitor-Driven

Customer-Driven

Technology Driven

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The 7 SECRETS of Market-Driven Leaders

SECRET #1

Culture = Work as a Trusted Advisor
The 7 SECRETS of Market-Driven Leaders

SECRET #2

Strategy = Build from the Outside-in
Product = Simple is Smart
Organization = Leadership is Distributed
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SECRET #5

Sales = Stop Being a Vendor
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SECRET #6

Marketing = Marketing with a “Big M”
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SECRET #7

Finance = Measure only what Matters
The **SECRETS** of Market-Driven Leaders
Pragmatic Marketing

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Publications
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• The Secrets of Market Driven Leaders
• The New Rules of Marketing & PR