

Don't Overlook the Selling Power of PR

drucker
group INVESTIGATIVE
MARKETING

A decorative graphic in the bottom right corner consisting of several white lines that fan out from a single point on the left and extend horizontally to the right, creating a sense of depth and movement.

Don't Overlook the Selling Power of PR

In many packaging firm marketing departments, the public relations function is often associated with corporate communications activities, supporting the marketing effort by promoting company news and personnel announcements.

It is without doubt a valuable tool to build a corporate reputation. But PR has the potential to deliver so much more, especially when marketers are searching for more cost-effective promotional tools, and witnessing declines in the productivity of digital ads and social media alternatives. When it comes right down to it, none of these so-called "new" tools can hold a candle to the ways a well-orchestrated PR program can build an audience and drive ROI on marketing spend.

When PR works, it serves Sales like nothing else.

WHAT MORE IS THERE TO PR?

Generating publicity is an essential element in any marketing mix. It's likely you and your competition are churning out "news" in hopes of creating quality earned-media content as part of a strategic communications program. Being noticed in the market by existing clients, sales prospects and other stakeholders is not easy. And last we checked, most industrial firms don't have a million dollar advertising budget to reach everyone across the packaging industry with a well-placed selling message.

That is where PR can step out of its corporate communications role and take more of a leading role on your Sales team. Why? Because the efforts around generating good PR have a lot of the same characteristics as a good salesperson. A PR program should be an aggressive, proactive and systematic effort to showcase your company message, its products, and its unique differentiators in the minds of your stakeholders. It takes grit, a tolerance for rejection, and follow-through with dozens of trade press editors and reporters to find just the right opening to place a quality feature article or publish news that goes beyond the average press announcement.

WHEN PR WORKS.

Stories and features appearing across the trade press universe reach and build credibility among thousands of buyers, uneducated on your products, all at once. Breaking news builds awareness and name recognition. It creates a positive impact on purchasing, engineering and operations departments, plus your internal staff, executive leadership, and many others in the marketplace whom your sales teams need to reach. Editors, too, remember your name as an industry authority and invite your contributions to future stories that address pressing industry issues.

In a short period of time, you're now in the industry conversation. Your brand gets recognized. Impression counts grow. Sales inquiries and lead counts follow.

A SINGLE PRESS RELEASE CAN BE PICKED UP BY AS MANY AS 40 INDUSTRY MEDIA BRANDS.

AUTOMATION.COM BAKING & SNACK BEVERAGE DAILY.C
DAIRY REPORTER.COM BEVERAGE INDUSTRY BEVNET.COM
MAGAZINE CANADIAN PACKAGING CANDY & SNACK TOI
CHEESE MARKET NEWS CHEESE REPORTER COFFEE TALK
MAGAZINE CONTROL ENGINEERING DAIRY FOODS DESIG
FLEXIBLE PACKAGING FOOD BUSINESS NEWS FOOD ENGI
FOOD IN CANADA FOOD LOGISTICS FOOD MANUFACTURI
FOOD PROCESSING MAGAZINE GLOBAL PRINT MONITOR
GRAPHIC ARTS MAGAZINE MACHINE DESIGN MODERN M/
HANDLING PACKAGING DIGEST PACKAGING IMPRESSION
PACKAGING STRATEGIES PACKAGING TECHNOLOGY TODA
PACKAGING WORLD PETFOOD INDUSTRY PET FOOD PROC
PHARMACEUTICAL ONLINE FOOD ONLINE PKN PACKAGIN
PRINT ACTION PRINTINGNEWS.COM PRODUCE PROCESSIN
PROFOOD WORLD REFRIGERATED & FROZEN FOODS SMA
INDUSTRY SNACK FOOD & WHOLESALE BAKERY TABLETS
& CAPSULES TEA & COFFEE TRADE JOURNAL WHATTHEYIT



"PR IS OUR NUMBER-ONE LEAD GENERATOR, ESPECIALLY WITH MAJOR TRADESHOWS BEING CANCELLED, WE NEED ALL THE PRESS WE CAN GET."

Peter Fox, Vice President at SOMIC America

One Equipment Maker's Success Story



Take SOMIC America, for example. A growing, family-run packaging equipment specialist since 1974, SOMIC has built a solid reputation in Europe for advancing its unique mechatronics equipment technology for assembling, collating, and loading retail-ready secondary packaging. With 46 years in operation, the company is well recognized in Germany as an experienced end-of-line packaging equipment manufacturer, focused on flexible technology, a compact footprint, and precision engineering to handle a multitude of retail products.

SOMIC America has had a rather small presence in the North American market since 2014, so the Drucker team worked with SOMIC's sales leadership and developed a PR program from the ground up. Our mission was to familiarize the U.S. packaging industry with a new player with new technology in end-of-line packing.

Drucker Group expanded SOMIC's relationships with the trade press and boosted its visibility with stories about a versatile carton and case packing equipment manufacturer in tune with today's fast-moving consumer goods production environments. We developed articles about SOMIC's unique technology serving today's retail-ready display packaging trends. Display packaging is a must with U.S. warehouse clubs and is currently experiencing significant growth at retail in the U.S.

Charting and score-carding the company's quarterly and monthly PR activities, Drucker



Many international packaging brands use Somic's advanced mechatronic systems to collate, group and pack open trays, wraparound cases, trays with covers or lid inserts and paperboard cartons.

somic

Group updates and develops custom content opportunities for SOMIC, as well as thought leadership features, trend stories and other relevant projects. Fresh new content, customer application case studies, technical reports and press releases are planned and arranged months ahead of time. All of this revolves around SOMIC-specific events, and coordinated around new equipment introductions.

"Building relationships with media editors seeking new approaches and best practices, our PR efforts support SOMIC's reach in the packaging community with industry leaders in food, beverage, nonfood and healthcare verticals," says Drucker Group PR Director Bob Wolff. "We profile customers in those segments who are proud to use SOMIC equipment and place the profiles in the right industry magazines."

Editors love content that appeals to their readers

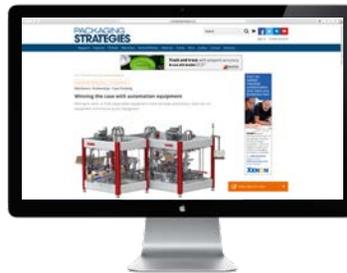
“Our customer case studies are ready-made for publication because they address industry issues and don’t simply push product,” Wolff adds. “Editors can use them as-is, with all of the photography and details they need, or they can customize them with little effort. That’s more critical than ever without trade shows currently being held. Not having one-on-one meetings and viewing equipment and packaging up close means clients need alternative ways to get in front of their audience.”

As a result, SOMIC U.S.’s brand awareness and sales pipeline have grown abundantly, thanks in part to the Drucker Group’s PR efforts.

“PR is our number-one lead generator,” affirms Peter Fox, vice president at SOMIC America “Especially with major tradeshows being cancelled, we need all the press we can get.”

Over the past 2 years, SOMIC machines have been finding their way onto the end-of-line packaging processes of more and more of the major consumer retail brands across North America. Staying in front of its audience, positioned to attract new customers, SOMIC is now considered a leading North American tray packing equipment manufacturer, with the U.S. sales region leading the world in machine sales.

Generating positive earned influence allows companies and their brands to stay relevant, become influencers and earn respect. Fox sums it up: “SOMIC has a special relationship with the Drucker Group. They became a critical part of our team. Our sales works with their PR hand-in-hand, and it shows in the vast amounts of quality coverage we receive.”



PR MAXIMIZES ROI

SOMIC achieves maximum mileage from Drucker Group’s special blend of strategic PR and quality journalism, especially during the current Covid-19 pandemic. The measurable, actionable results of prominently placed editorial coverage quickly spreads SOMIC’s retail-ready solutions message across print, digital and social media channels. Today, a single SOMIC story can be picked up by as many as 40 industry media brands. Some publications have as many 100,000 readers, so the coverage awareness expands rapidly for the client’s brand.

From our solid storytelling, breaking news coverage and solid relationships with numerous media outlets, customers get maximum mileage from a cost-effective PR investment. On a basic cost-per-impression basis, compared with other marketing tactics, PR wins every time in terms of its affordable, measurable results on relevant platforms. Increases in story volume and audience brand awareness, in turn, lead to increases in sales inquiries and further entrants into the sales funnel.

A PR program with us delivers a higher ratio of return on a client’s dollar investment, Wolff explains. “We often double the industry norm of 3:1 or 4:1, and there are times where we reach double digit returns in the 12:1 to 15:1 range. That’s a true value.”



At our very core we are investigative marketers who specialize in finding out what the marketplace truly feels, and how it connects to the brand, product or service we're investigating. What we uncover provides the foundation upon which clients can more-effectively build strategic marketing initiatives and persuasive communications.

In addition to public relations, we also offer clients market research and strategy development capabilities, brand development and creative execution, plus digital marketing and social media programs.

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