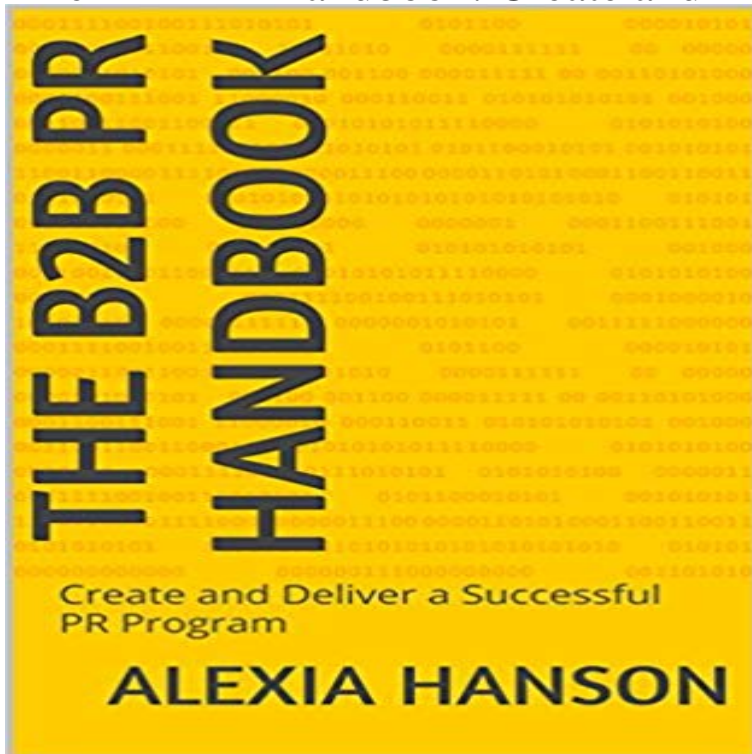


The B2B PR Handbook: Create and Deliver a Successful PR Program



The goal of PR is to increase the brand awareness and brand equity of a company, to drive a demand for its services. If your company sells to businesses, or you work in a PR agency that promotes the services of a company to businesses, then The B2B PR Handbook will help you to create and deliver a successful PR program, to achieve this goal. The B2B PR Handbook gives you practical advice on how to plan, deliver, and measure a PR program, while offering guidance on how to manage a communication crisis, and integrate social media into your program. The success of a PR program depends on the quality of the spokespeople, so The B2B PR Handbook also gives advice on how to train spokespeople, build their profile in the media, and support them in their media activity. Without content to take to market, you don't have a PR program, which is why this handbook also provides tips on the approach you should take to writing content, and what you need to consider when producing content. Importantly, The B2B PR Handbook focuses on helping you to consider the time and budget you are investing in the PR program versus the gain you are achieving; and how you should be working with company stakeholders to ensure the PR program is aligned to, and supports the company's business objectives. The B2B PR Handbook will help business people who are: Starting out in the B2B PR industry B2B PR professionals, who want to pick up tips to improve their current PR program Are not PR experts, but have to manage PR as part of their responsibilities Business executives who are involved in B2B PR as a spokesperson, or are a company stakeholder.

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