

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.

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!

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

Adweek

Contents

1

What's your story?

04

2

Getting your message out

06

3

The competitive landscape

15

4

What does success look like?

16

5

Are you keeping it fresh?

17

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.

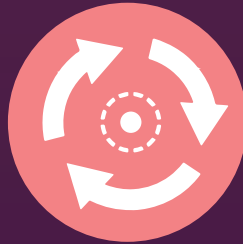
- **Research your market.**
- **Acquire a forensic knowledge of the space in which you operate.**
- **Speak to your customers – both existing and potential.**

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.

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.

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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

Game of Thrones VFX

CASE STUDY

Image Engine is a Vancouver-based VFX facility with credits on some of the world's biggest Hollywood blockbusters. Over the years it has contributed high-end visuals to such projects as *Jurassic World*, *Fantastic Beasts*, and the ever-expanding MCU.

The studio also famously contributed to Neil Blomkamp's first three feature films, driving the narrative of *Elysium*, *Chappie*, and notably the Academy Award-nominated *District 9* with photorealistic visual effects.

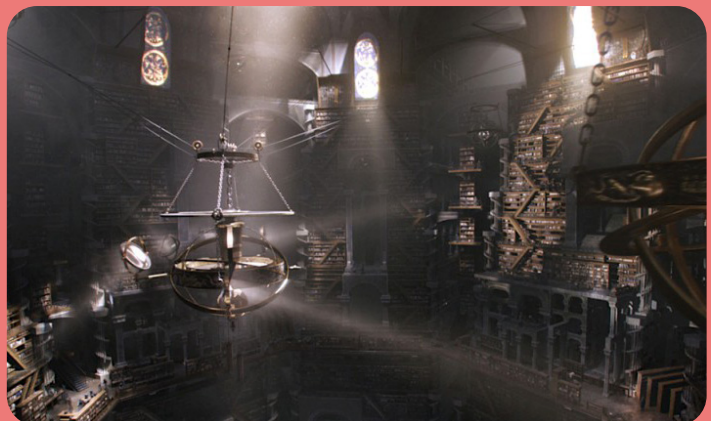
Image Engine also has a list of credits on multiple award-winning television shows. Over the years, the studio has leveraged its proven pipeline on a variety of visually-driven primetime series, including *The X-Files*, *Lost In Space*, and *Game of Thrones*.

We were asked to support the promotion of Image Engine's work on the dramatic and twist-filled *Game of Thrones* season 6.

Image Engine's contributions included CG interiors for the Maester's imposing citadel, extensions of Castle Black and The Wall, and multiple gore enhancements and augmentations – including that surrounding the death of a pivotal character.

Armed with a VFX video breakdown of Image Engine's work and a compelling piece of core content, we set out to achieve a diverse and impactful range of coverage.

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



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.

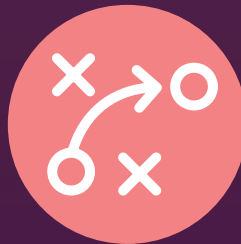
In terms of online presence in 2020 it is your social channels rather than your website that provides a real, dynamic digital window into your business for the outside world.

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

Cubic Motion

CASE STUDY

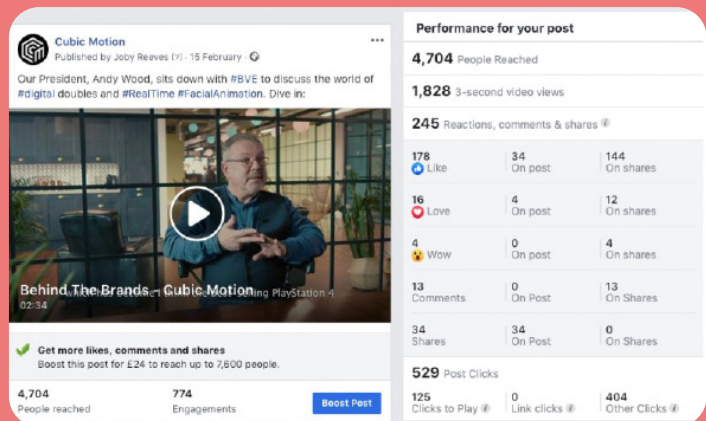
Cubic Motion, leaders in real-time facial animation, create state-of-the-art facial capture technologies used by some of the world's biggest game developers.

With their work displayed in *God of War* (Best Game of 2018), *Spiderman* PS4 (fastest selling superhero game), and through the eyes of *Siren*—one of the world's first digital humans—Cubic Motion breath life into animation.

Cubic Motion tasked Grammatik to steer their social platforms upwards organically across all fronts, establishing their brand and growing their network reach.

By increasing post-frequency and interaction across LinkedIn, Twitter, and Facebook, our objective was to make Cubic Motion vocal leaders in the facial animation and digital human space.

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



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 marketeers.

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.

Their 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](#).



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?

Influencers for Xsens

CASE STUDY

Expanding on a long-term partnership, Xsens trusted us to both strategise and launch their first-ever influencer campaign for MVN technologies.

The goal was to reach CG-lovers with widespread, visually stunning content across YouTube.

We tapped the creatives at Corridor Digital to produce a series of hilarious, technically accurate videos – handling all logistics communications and deliverables along the way.

These videos soon went stratospheric, with one receiving 8.8 million views to date, putting Xsens' mocap suit firmly in the spotlight.

You can [watch the videos here](#).



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

MediaKix

About Grammatik

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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