

## **MEDIA AND ANALYST RELATIONS**

Reaching Influencers to Drive Customer Activity



Connecting with industry influencers positively impacts customer consideration and overall market acceptance for your solutions. Many of the leading analyst and research firms have established relationships with enterprises that rely upon their advice and recommendations for technology solutions and providers of choice. The ability to evangelize your story with audiences by leveraging PR and media agencies enhances your image and increases share of voice with target prospects.

Indirectly will develop your strategic relationships with analyst and research firms resulting in a higher industry profile, credibility and trust with decision makers, and a respected reputation in the marketplace. We will guide your team to develop an overall media relations strategy and plan that generates visibility and awareness within target markets, converts prospective client trials to active buying and generates customer loyalty behavior.

## **Our Media and Analyst Relations service includes:**

- Industry analyst and media plan with implementation recommendations
- Messaging hierarchy including unique value proposition and benefit statements for key audiences
- Recommendations for analyst and media programs to gain market consideration and awareness
- Best practices to leverage industry analyst and research firms and PR/media agency relationships
- Periodic updates and check-in calls to review progress and address questions

"Indirectly gave us the insights and knowledge we needed to develop strategic partnerships with key analyst firms that resulted in high visibility and coverage in the marketplace from several media agencies."

Contact Indirectly Inc. for pricing and complete details