



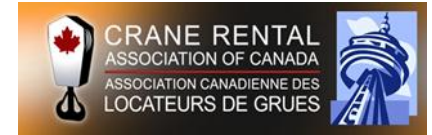
WORKING WITH THE CONSTRUCTION TRADE PRESS

Avoiding the pitfalls of working with the construction trade press to assure better publicity and to meet your PR/marketing goals.

Presenters: Pat Sharkey & D. Ann Shiffler



WHY?



- Increase visibility and brand recognition
- Gain a higher profile
- Promote your brand/image
- Promote your clients
- Attract quality

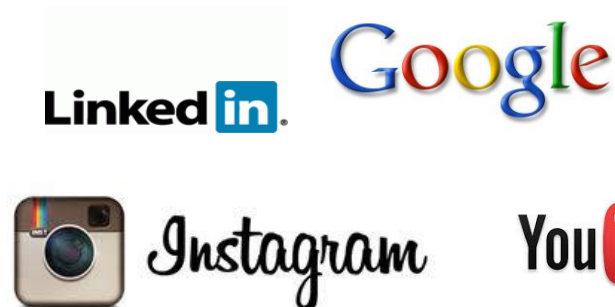
employees

- Increase lead generation
- Increase sales



OLD/NEW AVENUES

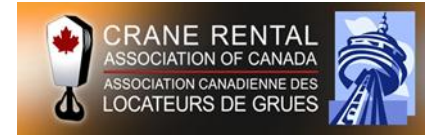
- Construction trade press editorial, advertising & social media
 - Magazines/newspapers (BPA Audited)
 - News websites/newsletters
- Internet – website, blog, content marketing
- Trade industry organizations/networking
- Industry events/trade shows



Instagram



FLYING UNDER THE RADAR: IS THIS A GOOD IDEA?



- Don't want to give away 'trade secrets' to competitors
- Protect privacy
- Have enough business
- Too expensive
- Don't know where to start
- Something to hide?



WHAT CAN YOU SHARE WITH THE MEDIA?

- Services
- Expertise
- Equipment
- People/talent
- History/heritage
- How you distinguish yourself in the market



TRENDS IN 2013



1. Smarter use of social media
2. Simplified marketing/public relations
3. Real-time marketing/public relations
4. Greater need to tie marketing/public relations strategies to revenue generation
5. More mobile/smart phone avenues & applications

Source: Forbes Magazine, 1/23/2013



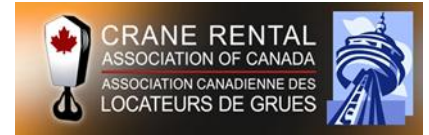
CRANE INDUSTRY CHANNELS



- Trade press editorial
- Social media
- Website/blog/newsletter/content marketing
- Photography/videos
- Traditional print advertising
- Digital advertising/marketing
 - Banner ads
 - Newsletter ads
 - E-blasts
- Event sponsorship
- Trade organization participation



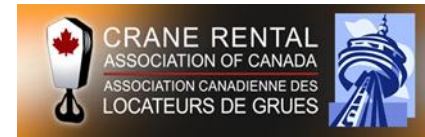
HOW TO MEET THE PRESS



- Business cards
- Networking events
- Email
- Top lists: ACT 100, Specialized Lifting 50, Tower Crane 50, Transport 50
- Trade organization involvement
- Trade shows
- Pick up the phone



WHAT IS NEWS?



- *New products and services*
- *Job stories – equipment in action/innovative usage*
- *Big deals – new equipment, new contracts, major orders*
- *Business news – acquisitions/mergers, profit/loss, joint ventures*
- *New appointments – personnel, dealers*
- *Expertise/comments on the market or industry trends*
- *Safety practices*
- *Awards/contests won*



SUBMITTING INFORMATION



- Use editorial calendars to plan ahead
- Respond to requests for information
- Adhere to deadlines
- High resolution photos
- Email: a simple letter with the details of your news and one or two high res photos.

Remember: We work two to three months in advance. Right now our September issue is in the planning stages. August is planned and assigned and July will be designed and sent to the printer in a couple weeks.



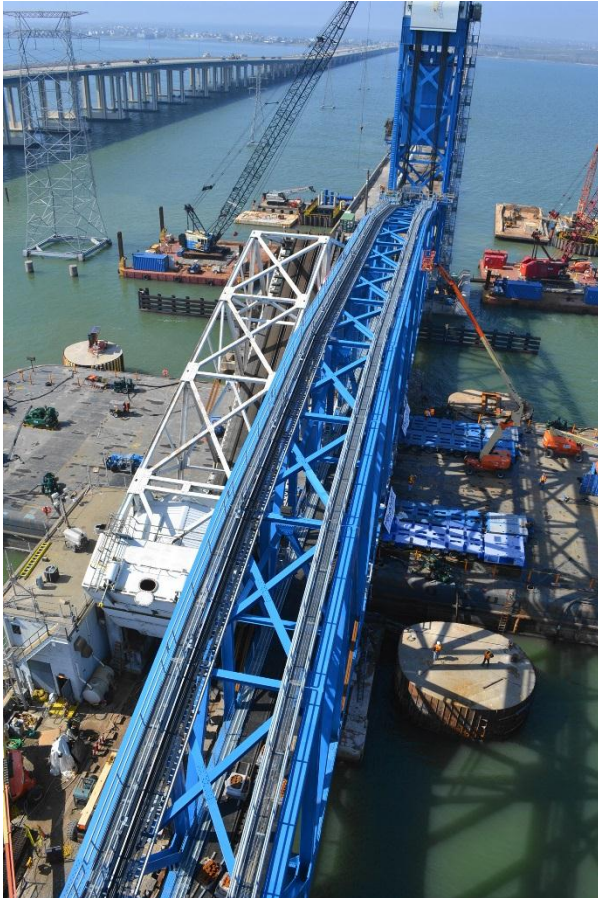
TAKE PHOTOS/VIDEOS



Today on the Internet, you can find more than 1,200 videos of the spire placement on the Freedom Tower in New York City.



GOT PICTURES?



GOT PICTURES?



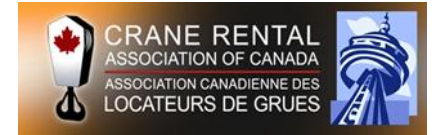
DIGITAL PHOTOS



- High resolution – 300 dpi at a large print size (about 2 MB uncompressed)
- Strong subject, in focus, well lit and exposed
- Shows safe practices/safety equipment
- Good camera/photographer with a good eye



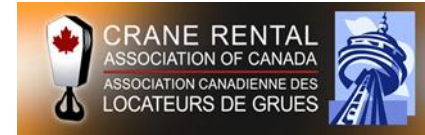
WRITING A GOOD PRESS RELEASE



- *What happened?*
- *Who was involved?*
- *Where did it happen?*
- *When did it happen?*
- *Why/How?*
- *Details: rigging, weight, measurements, equipment, etc.*
- *Include quotes from management team/project managers.*



CRISIS COMMUNICATIONS



- Have a crisis communications plan on the shelf, even if it's just a memo to upper management.
- Realize that you may need legal advice/services.
- You may or may not want to hire a professional crisis communications firm.
- Realize you may be dealing with a more hostile media and what you say can haunt you later.



WHAT DOES YOUR CRISIS PLAN DO?



- Provides guidance after an accident or issue.
- Designates a spokesperson to deal with the press.
- Provides the media with good, accurate information about your company.
- Statement: “Our management team is investigating the accident. The cause is still under investigation. We are working with the proper authorities to get answers and we will provide that information when we have all the information needed.”





CRISIS COMMUNICATIONS

- Do not place *fault or blame*.
- Do not admit liability.
- Be consistent with all answers and information.
- Be responsive to legitimate requests from the media, even if you don't have anything but a prepared statement.
- After the crisis/incident, review your plan and alter it as needed. Did we follow our plan? What went well? What should we do different?



WRAP UP



- Developing a good working relationship with the press can be of great benefit. It helps secure publicity for your company's news, new product launches and innovations.
- Coverage in well respected magazines (such as ACT) can have a positive effect because of the trust readers put in the information they get from independent sources.

