

LeadMD

IRIS
PR SOFTWARE

Marketing is from Mars, PR is from Venus

A Guide to Understanding Each Other



Table of Contents



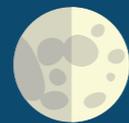
Introduction



Interplanetary Warfare:
Marketing and PR Differences



What Marketing Thinks About PR



What PR Thinks About Marketing



6 Secrets for Sharing a Common Universe



Conclusion

It's Wednesday morning.

The marketing and public relations teams shuffle into the conference room for their annual meeting, while a director projects the agenda on the wall.

Some of the marketers scoff at the PR team's agenda item about building better relationships with influencers to bypass pay-for-play engagements; the PR team cringes when they read the agenda item about mass-pitching the media for an upcoming campaign.

**At that moment, both teams have the same thought:
They don't understand what we do at all.**

Interplanetary Warfare:

The Marketing and PR Differences

Your marketing and PR teams may be friends and coworkers who appreciate each other's efforts. Even so, you'll probably hear a few suggestions on how the other can improve, if you ask. Some of these suggestions might reflect their actual experiences; others might be based on stereotypes about the two disciplines.

Either way, these beliefs will probably influence the relationship between departments.



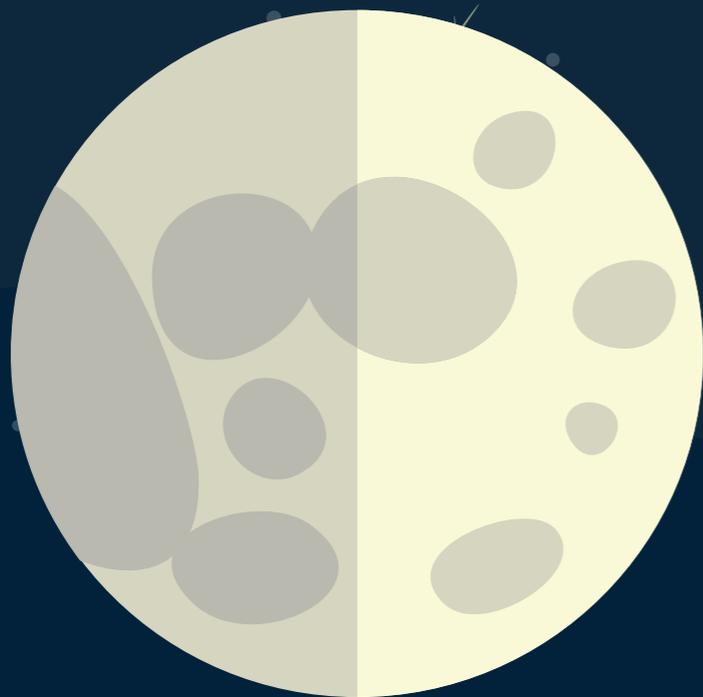
In an ideal universe, marketing and PR would operate as collaborative, synergistic parts of the whole. Today's audiences jump between channels at lightning speed. They see an ad on their tablet right before they read an article mentioning the company's new product.

In a world where the lines of paid, earned, shared, and owned media are increasingly blurred, brand image and brand reputation have fused together.

Marketing and PR should work together for maximum impact – but they usually don't.

Take a look at their day-to-day environments. The teams often speak different languages, create different strategies based on different experiences, and run their teams through different processes. Marketing teams are often frustrated by the perceived lack of PR accountability to business metrics, while PR teams often feel their marketing leaders don't grasp the effort it takes just to get a reporter to pay attention to the brand, much less write a feature story.

Luckily, this is starting to change. Modern marketing and PR leaders – forward-thinking pros who embrace transparency, measurement, and technology – are coming together to synchronize their talents and resolve these differences. By aligning their efforts, they can exponentially improve overall marcomm performance and chart a roadmap to higher ROI.



A stylized illustration of space. In the top left, a large yellow moon with grey spots is partially visible. In the center, a white rocket with a brown nose cone is launching upwards, leaving a blue and white trail. At the bottom, the top of a reddish-orange planet is visible. The background is a dark blue space filled with small white stars.

Interplanetary Warfare:

What Marketing
Thinks of PR

WHAT MARKETING THINKS ABOUT PR

PR teams are tech-illiterate.

Peek into your marketing team's toolbox and you'll see an assortment of solutions like social media tools, Google Analytics, marketing automation platforms, content management systems and more. These tools enable marketers to be leaner, faster and more creative, measuring results and modifying campaigns in real time rather than laboring through quarterly production cycles. This is why the term "marketing stack" is so prolific right now.

So it's often a shock when these marketing teams realize their PR counterparts keep their data scattered across spreadsheets, or worse, nothing at all. And unlike the sales team, which use CRM systems to document the precise details that help them build relationships, many PR pros keep their valuable contact relationship knowledge in their heads. When a PR team member turns over, the brand loses that information forever.

This inefficiency a sheer lack of data is why CMOs want PR attribution represented in the marketing stack, and they want their PR teams to own making sure that happens. Forward-thinking leaders also recognize PR technology as a vital talent retention tool; both Millennial and Gen Z workers expect to benefit from the speed, convenience and ROI of cloud software at work.



WHAT MARKETING THINKS ABOUT PR

The PR field lacks accountability, measurement and data.

Accustomed to measuring campaign performance, lead generation and other markers of success, the marketing team often wonders why PR can't deliver basic metrics and clear answers on performance. This is especially true when marketers accustomed to attribution data receive PR reports listing just media wins and team output.

To the modern marketer's mind, that's not a report. It's an activity log. It doesn't tell leaders what impact the PR program is having on the business goals, or how efficient the team is with their time and resources. Without context, those "wins" can't be evaluated – and thus, neither can the team.

CMOs want the same level of accountability from PR that they get from their marketing and sales teams. They want to work with PR pros that can track, measure and prove value in hard numbers.



WHAT MARKETING THINKS ABOUT PR

The PR team develops strategies in a silo.

Here's a common scenario. Someone on the marketing team notices a massive spike in traffic one day, as well as a boost in social engagement. Mystery solved: it turns out the public relations team has pulled off a hugely successful media play. That's a good thing, right? Actually it's only half as good as it could have been, because marketers could have capitalized on that traffic and engagement if they'd had advance notice. But because they were excluded from the PR planning, the opportunity has been lost.

Other times, marketers become exasperated with a lack of strategic alignment. They feel the PR team is pursuing easy wins by applying for industry awards and keynote speaking engagements that make them look productive without driving the company goals forward. They may also feel PR is simply publishing content for the sake of publishing, rather than crafting bylines with a strategic awareness of the SEO, views and click-throughs that can drive valuable engagement.

When the two teams do align strategies, marketing leaders often feel their PR comrades aren't thorough enough in their efforts. For instance, a PR team may see an article's publication as the finish line, while the marketing team will see it as the beginning of a new buyer cycle. They'll expect the PR team to socialize and syndicate the article, or push it through sales. Instead, the PR team will record the media win and move on.



Interplanetary Warfare:

What PR Thinks of Marketing



WHAT PR THINKS ABOUT MARKETING

Marketers don't understand media strategy.

Here's a PR frustration that plays out in companies all over the world. The PR team crafts a strategic, targeted plan for letting key media, analysts and influencers know of a significant new product release. However, the marketing leader overrules them, demanding that they send a bulk, batch and blast pitch with a press release to every media contact in their database and blanket every digital channel.

This is enormously frustrating for PR teams who know that spamming reporters is more likely to get them blacklisted than land positive media coverage. They want their marketing counterparts to understand that media wins are usually born of relationships and that effective PR pros advocate best for their brands by offering authentic value to media contacts and influencers. This requires a certain amount of research and personal connection, as opposed to simply downloading a media list.

In other words, the methods that work in marketing don't always translate to PR.

PR teams can also lock horns with marketing leaders who assume that influencer relations programs should always focus on the biggest names with the most social followers or reach. In reality, the strongest results can come from smaller but powerful trade outlets, bloggers and social media stars.



WHAT PR THINKS ABOUT MARKETING

Marketing mangles the messaging.

Look at the content created by marketers and PR pros and you'll see one major difference: promotion. Traditionally, marketing teams have enjoyed the power to control the message, the means, and the target. They can create an ad touting the company's products and release it into the world exactly when, where and how they want. Public relations, however, need to convince editors, reporters and other gatekeepers that the company's story is worth telling. With that in mind, they tailor much of their work to be educational, objective, and with a focus on offering value to the audience rather than promoting the company. No media gatekeeper would accept the story otherwise.

This can spark conflicts with CMOs and other marketing leaders who urge their PR team to strictly promote the brand. As Kristin Hege of Wired PR says, "Sometimes marketing will realize our goals are different for content, but push back anyway. For example, we'll create a speaker submission for a conference and they'll create a deck that's self-serving like a sales pitch, nothing to do with what was pitched. Or we'll write a contributed article and they'll add stuff to make it clearly geared towards sales. Editors reject that kind of content."



WHAT PR THINKS ABOUT MARKETING

The CMO asks them to measure the wrong things.

As we saw earlier, many marketers feel their PR comrades don't offer enough data. Yet in recent years, an increasing number of PR teams have embraced measurement. They know which metrics matter and which ones don't – and they're frustrated when marketing leaders ask them to deliver vanity metrics like **Advertising Value Equivalency (AVEs)** that provide a skewed picture of PR value.

Many CMOs see AVEs as a convenient measurement, as they assign a dollar value to media coverage through readership or circulation figures. Yet as savvy PR leaders know, paid and earned media work a different type of influence. AVEs omit the impact of syndication and sharing, as well as the tone of the message or the caliber of the audience. They are an inherently false metric.

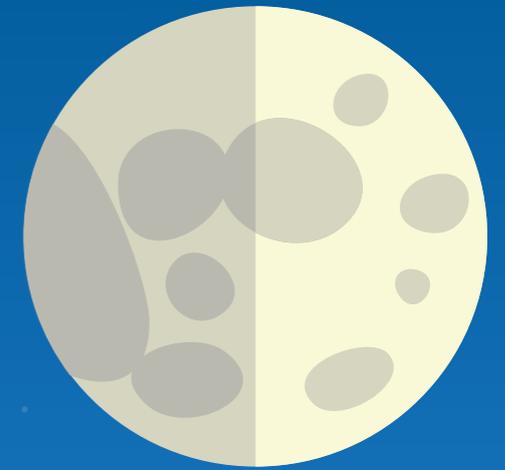
Smart PR teams focus on metrics that evaluate true campaign effectiveness on business goals, such as an increase in qualified leads from byline articles or speaking engagements, or a rise in revenue from increased foot traffic. They prefer to collect data that identifies better performance strategies and measures the PR impact on brand goals – something vanity metrics cannot do.



6 Secrets for Sharing a Common Universe

The good news is that most marketing and PR teams are more aligned than they realize. While some of their practices may differ on the surface, these teams share common goals and complementary skills that make them natural collaborators.

By synchronizing their efforts through the below six practices, PR and marketing can create smoother workflows, collaborate for better results and amplify impact across the board.



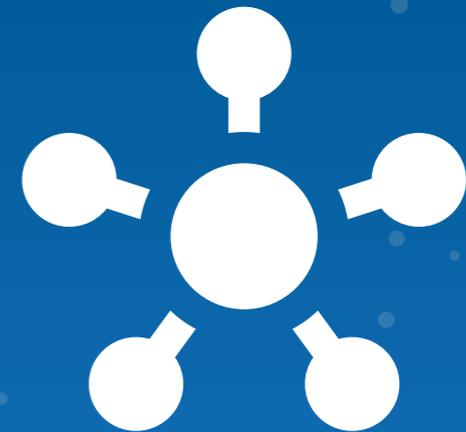
#1. Collaborate through better communication.

At many companies, marketing and PR will meet once a year to discuss overarching strategies, then go their separate ways. At others, they don't meet at all. What's really needed: consistent collaboration through regular meetings. Teams can align campaigns, seek feedback on strategies and keep each other updated on new insights, messaging and buyer personas.

"I've been in meetings with colleagues and learned about initiatives underway that I could have contributed to in a meaningful way. They weren't withholding information out of malice, they simply didn't think PR played a role," says Cory Fetter, PR manager of Infusionsoft. "This goes both ways. I've withheld information from my colleagues because I thought it wouldn't be interesting to them, but later learned it was something they absolutely could have leveraged."

He adds, "You may not think something is valuable, but we all see things through our own PR or Marketing lenses. Try switching glasses, and you might be surprised. At the least, find a way to share your plans - whether that's using a Google Spreadsheet or having monthly or quarterly marketing leadership meetings."

That includes aligning on tangible goals. While most marketing and PR teams map their strategies to brand objectives, successful ones take it a step further by finding out how they can support each other's efforts to intensify impact and unify the brand perception. Even a slight discrepancy in messaging and targeting can weaken results, where defining a tangible finish line can strengthen campaigns on both teams.

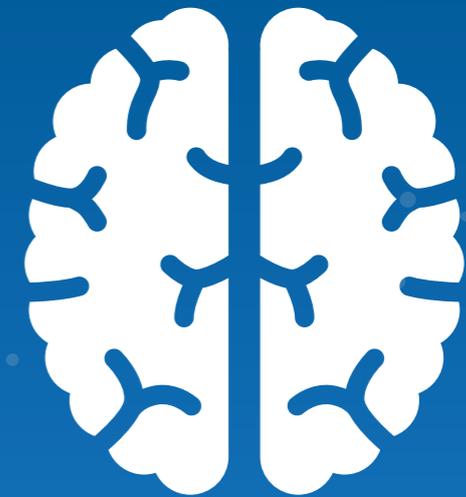


#2. Commit to intelligent measurement.

As the famous quote by Peter Drucker says, “What gets measured, gets managed.” PR teams cannot prove their value or improve their performance until they measure actual results with clear data and benchmarks. These results should be presented in context, to show whether or not they’ve achieved a true win.

At the same time, marketing leaders need to stop asking their PR teams for vanity metrics that make the board feel good. Ad Value Equivalences just can’t provide an accurate measurement of the PR program’s real value. Instead, marketing leaders can give their PR team access to other systems such as marketing automation and CRM to help the team trace the final impact of their efforts through the funnel.

The end result should be data-based, relevant reports that tell stakeholders how wisely their budget is spent and how successfully the marketing and PR programs advance the brand objectives. Also required: a translation of results into useful insights for both teams.



#3. Cross-educate the teams, particularly on PR.

There's a reason CMO is a well-known title, while chief PR officer isn't: the public relations department most often reports up to the head of marketing. Often the CMO has a prestigious marketing background, but has never worked directly in the weeds of public relations. That means both teams can benefit by participating in a crash course on PR basics.

Marketing leaders can lead PR more effectively by understanding:



Public relations is more than media hits and brand awareness.

Well-crafted PR initiatives can advance executive branding, accelerate a new brand reputation, grow customer bases, launch successful product rollouts, and assist other departments such as customer success, sales, and recruiting. They have a lot of tools in their proverbial toolbox.



Even great PR sounds more like a growing drumbeat than immediate applause.

Leaders who expect to see their brand in The Wall Street Journal with one pitch often derail their PR programs by dismissing the wins the team does get. Other times they'll expect the PR team to deliver world-class results without giving them enough information or time to build the necessary relationships that make it happen.



PR strategies can work differently from marketing strategies.

Some marketing heads will expect their PR staff to automatically adopt their own strategies instead of listening to the team's experience and instincts. Some PR tactics – like cultivating connections with a select number of influencers instead of simply pitching as many people as possible – might seem counterproductive to marketing, but are correct for the industry.

#4. Prioritize relationships on both sides.

Both marketers and PR pros have been guilty of batch and blast campaigns in the past. It's time to move beyond that and work together on nuanced campaigns tailored to buyer and audience needs.

Marketers can do this by practicing account-based marketing, which develops better relationships by targeting accounts through segmentation, A/B testing and other personalization techniques.

By examining the different buying influences driving an individual contact's purchasing decision, marketers can craft more meaningful campaigns. Similarly, modern PR teams are leaving mass-pitching behind and focusing on building influential connections that connect their messages to the right audience through the right conduits.

The best way to get there: formally adopting a cross-team policy of quality over quantity. The output data may look less impressive on the front end, but the teams will likely drive increased coverage and sales by putting smarter messages in front of targeted audiences.



#5. Clarify responsibilities.

Integrated campaigns involve multiple channels, tactics and strategies – and often multiple teams. Almost inevitably, marketing and PR will run into overlapping tasks, particularly when it comes to content.

Who's writing blog posts? Who's socializing those blog posts – the same person who's socializing the new video? To avoid duplicated or contradictory efforts, the teams must define ownership for each stage of each project.

A good way to start is by addressing the PESO model:



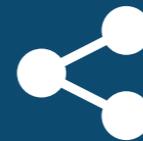
Paid Media.

Because this covers everything from print and broadcast buys, to sponsored or syndicated content, to digital advertising, both teams will need to discuss the fine points. Divide and conquer.



Earned Media.

This will usually be PR's territory, given their media relationships. However, marketers can play a role by amplifying those results in their assets and promotions. For instance, an email newsletter could link to a positive write-up or byline article.



Shared Media.

From creating social campaigns to navigating blogger relationships, shared media is a highly nuanced area. Instead of expecting one team to cover this area, it's often better to assign a specific person to each need.



Owned Media.

This is another area that should be divided up based on skill sets. The marketing department's copywriters should probably handle promotional ads and landing pages, while PR writers will likely excel at long-form content like case studies and ebooks.

6 SECRETS FOR SHARING A COMMON UNIVERSE

#6. Align the PR, sales, and marketing technology stack.

Most organizations have a variety of tech platforms in play. Even a mid-sized business may use Salesforce, Marketo, a media contact database, a project management system, and one of the new PR performance software platforms.

While oversight will vary from company to company, each team must understand all of the metrics and processes in play to ensure:

- They're not duplicating work or using manual processes that could be automated.
- Their metrics are connecting the dots of impact across departments and through the funnel.
- Any conflicts in results (such as a discrepancy in demonstrated ROI) are resolved.
- They're not wasting budget and time on strategies that aren't performing.



Navigating A New Frontier

Collaborative, interconnected campaigns are the path of the future. Teams that ignore their differences will likely encounter resentment, conflict and weakened performance. However, marketing and PR departments that deliberately cultivate integration will create a powerful brand experience that magnetizes buyers and influencers across every channel.



Best of both Worlds:



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Who is IrisPR?

We believe that there's a method to all of this PR madness, and if you can find it, you can improve upon it.

Our PR software isn't for everyone. It's for modern marketers and PR pros who know the world has changed and they must change with it to thrive. Our customers want to get the most bang for their PR buck, and don't shy away from the data. They are forward-thinking storytellers who embrace accountability, PR measurement, and technology so they can win.

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Who is LeadMD?

LeadMD is a different kind of full service digital marketing agency. As the ultimate extension of your team, we help you optimize and launch full-scale marketing campaigns and initiatives.

Our pack of Marketo Certified Experts is chock full of Salesforce ninjas, Marketo gurus, design superstars, social and content specialists, web developers and more. We are proud to be Marketo's first Strategic Services Partner. With over 2,600 Marketo instances serviced, LeadMD is well-equipped to help you reach this year's marketing goals and beyond.

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