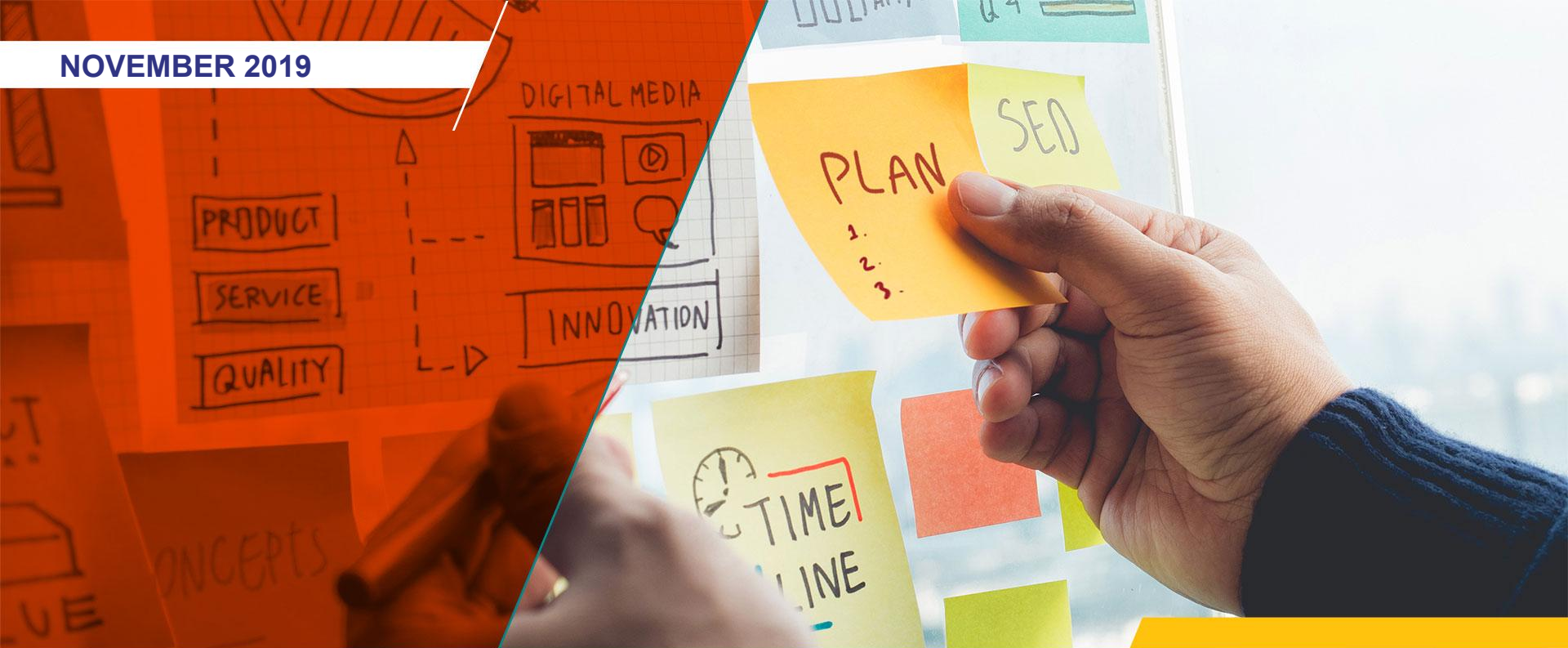
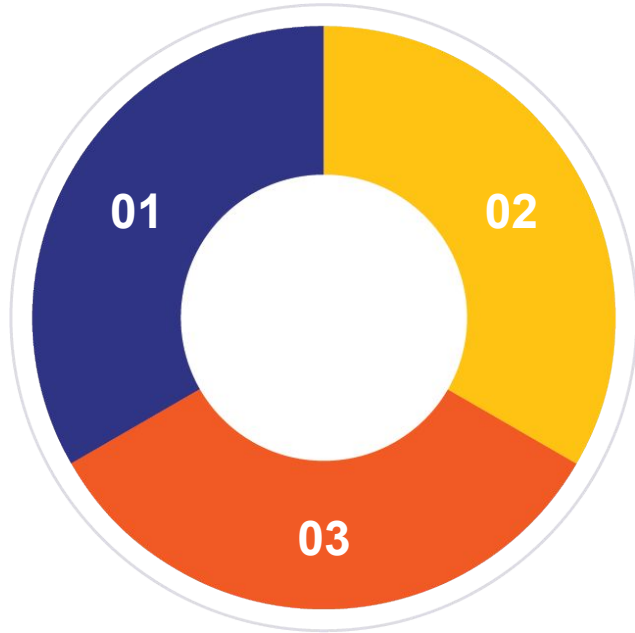


NOVEMBER 2019







## 01. OWNED

Websites; Blogs; Social Platforms; Infographics; What Papers; Email / Newsletters; Contributed Content

## 02. PR

Word-of-mouth; Social Sharing; Proprietary Stats; Influencers

## 03. PAID

Search; Sponsored Content; Promotion; Retargeting

- It's not about press releases anymore.
- We need to develop relationships with reporters and companies.
- We need thought leaders to build connections.
- Be able to answer “why does this matter.”
- Everything moves fast: we need to work at speed of digital.
- Always have social presence.
- Remember this is all part of reputation management.
- Never put press releases out on Monday or Friday.

PR and content marketing builds the brand and supports lead generation to help drive sales, attract investors and top talent.



- Tangible results/ROI (\$\$\$) of specific campaigns tied to a name brand.
- Contrarian viewpoints.
- Third-party validation.
- “Good” news – high profile brands, results, data showing broad industry trends.



## Strategic council around announcements, campaigns and external communications:

- Helps with creative storyline development.
- Drafts general news announcements/conducts outreach.
- Actively pitches proactive ideas based on industry trends.
- Writes contributed content occasionally.
- Leverages proprietary data points.
- Identifies rapid responses to inbound press inquiries.
- Syndicates our infographics.

PUBLICATION	AUDIENCE	REQUIREMENTS
<b>AdAge</b>	Decision makers and disruptors across marketing and media landscape	<ul style="list-style-type: none"> <li>• Known Brand Mentions</li> <li>• Customer Quotes</li> <li>• Quantifiable Data / Results</li> </ul>
<b>AdExchanger</b>	Marketers, Agencies, Publishers, Data Providers, Ad & Marketing Tech Companies, Analysts, Investors	<ul style="list-style-type: none"> <li>• Known Customer Quotes</li> <li>• Quantifiable Data / Results</li> </ul>
<b>Adweek</b>	Marketing, Media, Advertising Professionals	<ul style="list-style-type: none"> <li>• Appreciates Exclusives</li> <li>• Quantifiable Data / Results</li> </ul>
<b>MediaPost</b>	Marketing, Media, Advertising Professionals	<ul style="list-style-type: none"> <li>• Relevant News</li> </ul>
<b>Marketing Land / MarTech Today</b>	Digital Marketers	<ul style="list-style-type: none"> <li>• Known Brand Mentions</li> <li>• Quantifiable Data / Results</li> </ul>
<b>eMarketer</b>	Agencies, Media Companies, Brands in all Sectors	<ul style="list-style-type: none"> <li>• Quantifiable Data / Results</li> </ul>





Branding for any company today is often built through its people and its leadership and the content they share.

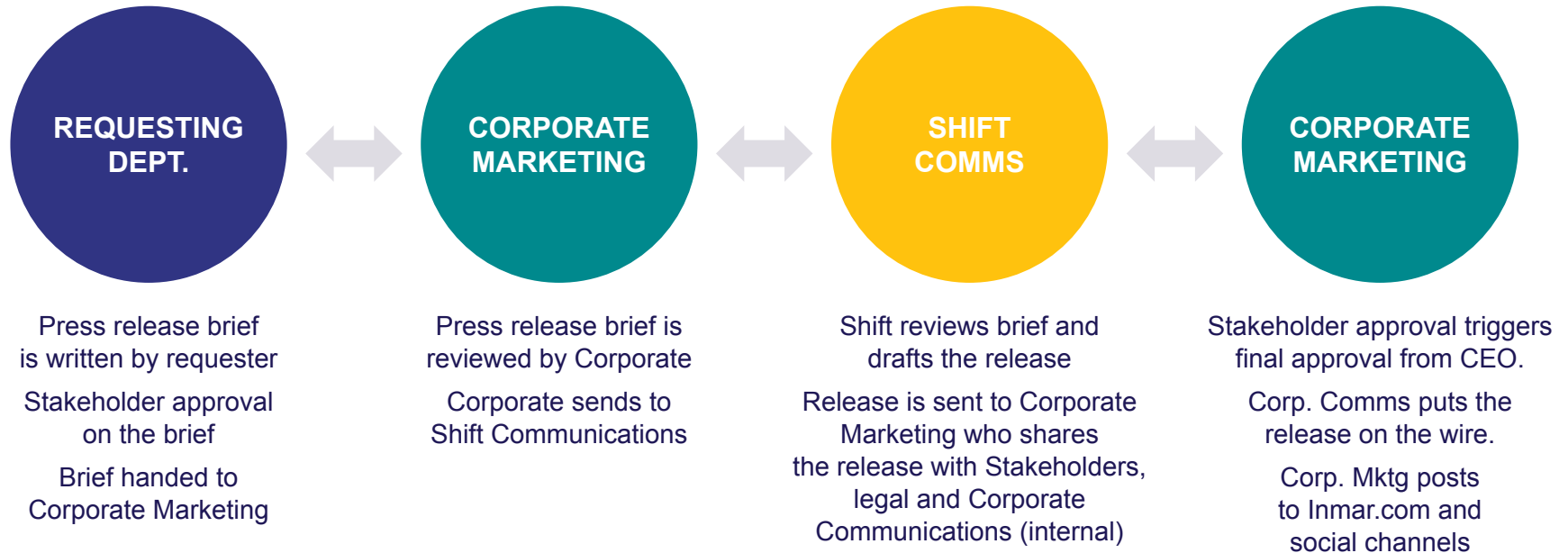
Thought leadership becomes effective when the passion and expertise of the thought leader coincide with the interests of the audience we are trying to reach.

By communicating thought leadership we become part of the conversation, early in the buying journey. We allow our audience to get to know us.

It's about real people with real faces talking to real customers, buyers, investors and potential recruits.

**We humanize the company.**

**PR is a cross function effort between Inmar Requesters (eg Product Marketing)  
+ Corporate Communications (internal) + Corporate Marketing (external)**



## Written approval is required: for client mentions on websites, press releases, social posts and more

We should never use company names or logos for brands, retailers, hospitals, pharmacies or any client on our website, in our press releases or social posts without written approval. Case studies, which are so valuable for driving new leads, must be blinded if we do not have client approval in writing.

Many of our contracts clearly state that we are not to use our clients names or logos. Why? Most companies feel we would be borrowing their brand equity in the service of our own.

Likewise, if a client asks to put the Inmar logo or messaging on their owned platforms: website or social channels, or sales materials, we want to review the requests to protect the Inmar brand.

## All reporter requests must go through Corporate Marketing

If a reporter, whether for traditional, online or social media, reaches out to you for information in your capacity as an Inmar employee, you must refer them to Corporate Marketing. Why? Because:

1. We need to carefully manage any messaging we put out in the market.
2. We need to make sure we have the right spokesperson to speak on behalf of the company.
3. We need to prepare the spokesperson for the interview. This typically entails getting the questions ahead of any interview so we can think about the answers and cover off anything that we might need legal advice on.
4. Talking to the press is an art. We need to make sure anyone who speaks to the press has been trained and knows how to deliver sound bites and tee up future coverage.

The Content Marketing team is led by Tori Shanks. And they work hard on thought leadership, blog posts and promoting things we are doing like speaking engagements, conference attendance, etc. But they have to know about it in order to promote it.

Just as important as press releases, we need to see all thought leadership as it is a part of building the Inmar brand as well.

This team ensures press is:

- placed on Inmar.com
- shared on social channels
- shared on the Informer

**LEGAL**

Jon Pierce  
Jessica Morris

**CORPORATE  
& CONSUMER  
MARKETING**

Holly Pavlika  
Robin Small

**Inmar Trademark Team** will meet quarterly to review outstanding items and identify any changes needed to process. Inmar Trademark Team will also be notified when new submissions are requested for evaluation.





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**THANK YOU!**

