



The Ultimate Guide to B2B Tech PR

How to determine
the value of your PR
campaign



CONTENTS

- 02 What is B2B Tech PR?
- 03 Why B2B Tech PR Matters Now More Than Ever
- 05 PR as a trust-building engine
- 06 Do b2b tech companies really need PR?
- 07 Why B2B Tech companies use PR
- 08 Why use a specialist B2B Tech PR partner?
- 11 What does a smart B2B Tech PR strategy look like?
- 15 How to determine impact from your PR campaign
- 18 About ITPR

AUTHOR



David Beesley,
Managing Director, ITPR

David has spent over 15 years working in PR, building data-driven PR campaigns in the UK, Europe, USA and Asia to support the growth of ITPR clients.

David is constantly researching the evolution of PR services from digital PR, content creation and market research to internal communications and strategic corporate communications.



1

WHAT IS B2B TECH PR?

B2B Tech PR helps technology companies get noticed by the specific audiences relevant to their business - buyers, investors, analysts, partners - usually to increase brand recognition or awareness.

Done well, B2B Tech PR earns trust in a target audience and fuels growth by turning media coverage into influence. Think more inbound leads, more website traffic and shorter sales conversations.



At its core, B2B Tech PR is about communication. But not just any communication – the kind that secures your brand and spokespeople in relevant publications to your industry. Steering the conversation and increasing your brand's presence in the search results your audience cares about

The PESO Model: Your PR Toolkit

A smart B2B Tech PR strategy will use a combination of tactics across four main media types – Paid, Earned, Shared, and Owned (PESO):

1. **Paid media:** Sponsored content, advertorials, media partnerships, speaker slots or event activations. Used wisely, paid support can shine a spotlight in campaigns where other tactics can't reach.
2. **Earned media:** The gold standard: media coverage you earn because your story, insight or news is compelling to journalists. Press releases, thought leadership articles, reactive comments and profile pieces.
3. **Shared media:** Your social media channels and how others amplify your brand. It's where your business leaders or key spokespeople build a community and drive conversations around their expertise.
4. **Owned media:** The content you control. Blogs on your website, whitepapers, case studies, and your website page content. A strong owned strategy boosts your credibility and feeds SEO.

2

WHY B2B TECH PR MATTERS NOW MORE THAN EVER

The tech sector is noisy. Every SaaS, fintech, cybersecurity firm and AI startup is creating content, and most of it goes unnoticed. A strong B2B Tech PR campaign can get your content recognised.



Journalists don't want promotional copy or copy that has been heavily edited by an overzealous PR team who stuff it full of key messaging. They want expert commentary, bold opinions and timely relevance. If your company can offer insight on breaking news or trends, PR can help put you at the centre of the conversation

This matters when prospects are shortlisting vendors. Buyers trust what others say about you more than what you say about yourself. Back to the earlier point where good PR is third-party validation at scale.

Think about it: would you buy from a company that has no references, customer case studies or third-party reviews? Or would you choose one regularly featured in respected media, quoted as an expert, and ranked on page one of Google?

That's what good B2B Tech PR does – it builds authority, credibility, and visibility.

Why not stick to marketing and advertising?

Marketing and advertising give you full control. You choose the message, the timing and the audience. That control is powerful – but it's also obvious to the audience.

Audiences know when they're being sold to. Trust is earned, not bought. That's where PR begins to demonstrate its value. When your company is quoted in a respected target media outlet or featured in a top-tier publication, this is usually part of a wider news story or viewed as newsworthy, which is a third-party endorsement – not a sales or marketing pitch.

It's the difference between saying you're great and someone else saying it for you.

Trust is a high-value commodity in B2B. No one buys enterprise software, financial tools or cybersecurity platforms without confidence in the vendor. PR gives you that credibility – at scale.





3

PR AS A TRUST-BUILDING ENGINE

Think of PR as your validator. It tells potential customers and others at their company that you know what you're talking about, you understand the industry you operate in, the challenges or issues your customers are facing and how they can be overcome.

Over time, consistent earned media coverage delivers benefits such as:

1. More branded Google searches
2. More high-quality backlinks
3. Higher domain authority
4. Better organic search rankings
5. Increased referral traffic
6. And yes – more leads and sales

When you're ranking "above the fold on Google" (i.e. in the top 5 search results), prospects don't just see you – they start to trust you before they've even made contact.

Modern B2B Tech PR is fully measurable

As is all PR. Gone are the days of PR being a "dark art." Today, B2B Tech PR works hand-in-hand with SEO, content marketing and digital analytics.

PR professionals use tools like Google Analytics, SEMrush, Ahrefs and coverage tracking platforms to show exactly what coverage is driving traffic, backlinks, conversions, and search visibility.

Online media gives you measurable outcomes and long-term value - why wouldn't you track its performance?



B2B Tech PR shouldn't be seen as a bolt-on tactic to existing marketing and sales strategies. It should be seen as a strategic growth lever that can feed your marketing and sales engine. It boosts visibility. Builds authority. Earns trust. And delivers real, measurable impact.

4

DO B2B TECH COMPANIES REALLY NEED PR?

Here's an uncomfortable truth. Strictly speaking - No. But if you're serious about building a brand that people trust, remember, and want to buy from, it's one of the most effective tools you can use.

Forget the old-school view of PR as crisis comms. Yes, it can help protect your reputation, but smart businesses don't wait for a crisis; they use PR to proactively shape the perception of their business in the eyes of their prospects, build credibility and stay top-of-mind with the audiences that matter.

In a crowded market, being the best product isn't always enough; you also need to be the best-known and that's where PR can change the game.

5

WHY B2B TECH COMPANIES USE PR

Here are a few examples when PR becomes more than a ‘nice to have’ and becomes a strategic priority:

1. Raising Investment

Got funding news? You can do better than just issuing a newswire and posting it to your company blog. VCs, analysts and competitors watch the trade publications for who’s raising money. Good PR using earned tactics makes sure your funding round is covered in tier-one outlets that signal your growth – and attract future opportunities.

2. Landing Big Brands (Customers or Partners)

Securing a high-profile customer or strategic partner? That’s proof you’re doing something right, and others need to hear about it. Regularly announcing new wins builds momentum and confidence, signalling to your market that your business is trusted and growing.

3. Launching new Products or Services

Let’s be real: most product updates aren’t newsworthy. But when something is genuinely new, innovative or market-defining, it deserves to be covered. As long as it’s framed in a way that matters to readers/ your customers and not just your internal team. A good PR partner will know how to turn your product announcements into a compelling story that focuses on the benefits it brings to end users - not to your company.

The reason PR matters measurable

While your competitors are busy shouting from the rooftops, are you staying silent? Because they are louder, it doesn’t mean they are better.



A strategic B2B Tech PR campaign should give your business a presence in the right media verticals, putting your business in front of buyers before they start their procurement process. It helps you shape the story, not just react to it.

PR doesn’t just manage your business’s reputation. It builds it.

A photograph of two men in a meeting. The man on the left is wearing a blue and white checkered shirt and is gesturing with his hands while speaking. The man on the right is wearing a dark suit jacket, a white shirt, and glasses, and is looking at a document he is holding. The background is a dark, textured wall.

6

WHY USE A SPECIALIST B2B TECH PR PARTNER?

You could hire an in-house comms lead, brief your marketer to “handle PR”, or brief a freelancer. All options at your disposal will generate various degrees of success.

If you’re serious about building the visibility of your brand in targeted, relevant technology publications, then choose a specialist.

A dedicated B2B tech PR partner understands the media landscape. I’m not talking about which journalists they know; what I mean is that they know what is genuinely newsworthy in specific press verticals - RetailTech, FinTech, Cybersecurity etc. They should be monitoring each media vertical and what

the top publications/ journalists in each of those verticals are writing about.

Tech isn’t one thing. It’s a broad church and is continuing to grow. Cloud, blockchain, quantum, RPA, Machine Learning, SaaS, AI, semiconductors – each with its own dedicated media publications, acronyms and buyer behaviour. A specialist B2B Tech PR partner can help you navigate that complexity with zero learning curve.

Still not convinced...



7

FOUR REASONS TO PARTNER WITH A B2B TECH PR SPECIALIST

1

They combine sector expertise with comms experience

B2B Tech PR pros work across industries for their clients. Whether this is AI, fintech, enterprise SaaS, IT services, cybersecurity and more - it is their job to track, understand and advise based on what is topical. They've seen what works (and what doesn't), and can bring that insight to your business/ PR campaign.

2

They understand what journalists want

B2B Tech PR specialists know which reporters care about product funding, which cover public sector IT contracts, and which Editor works across three different industry titles. You're not starting cold – you're plugging into warm, trusted media relationships that get results.

3

They're faster and more cost-effective than bloated agencies

Specialist B2B Tech PR partners are lean, focused and agile. You get senior attention, tailored campaigns and teams who can jump on a trending story when it breaks. No bloated retainers to support overheads, just focused work that delivers measurable results.

4

They speak marketing's language

Modern B2B tech PR isn't just media relations – it's aligned with demand generation, SEO, your website content, marketing campaigns and search rankings. The best agencies can build campaigns that earn coverage and boost search rankings, drive web traffic, and support ABM plays. It's all connected

The real value of B2B Tech PR

Used strategically, B2B Tech PR doesn't have to cost the Earth. The right PR partner should be curating a PR programme that aligns with your specific goals, resources and ambition.

No generic packages, no vanity metrics – just meaningful momentum that can be tracked and measured over time.

If you want to be seen as a serious player in your market, strategic PR isn't optional. It's essential.



A close-up photograph of chess pieces on a board. In the foreground, several gold pieces are visible, including a king and a queen. In the background, silver pieces are also visible. The lighting is dramatic, highlighting the metallic textures.

8

WHAT DOES A SMART B2B TECH PR STRATEGY LOOK LIKE?

We all love it when a plan comes together - but building a B2B Tech PR strategy from scratch? That's where most companies can become stuck.

There's no shortage of competition. Everyone's fighting for space in the same publications and for headlines that favour them over competitors. Which is exactly why a clear, focused PR strategy – built around your organisation and communication goals – is essential.

Ditch the jargon and avoid 'spray and pray' media engagement by blasting out announcements to an unverified media contact list.



A great B2B Tech PR campaign demands creative thinking, strong media relationships and constant momentum. That's why B2B tech businesses partner with PR agencies that don't just provide lots of effort, but rather a deeper level of expertise that might be lacking within the business.

Work alongside your PR partner to develop a PR plan that earns coverage, builds authority, and drives results.

- ➔ Yes, it's hard work and easier said than done.
- ➔ Yes, there will be bumps in the road.
- ➔ Yes, there will be times when both parties need to be held to account.



How to build a PR strategy that works

Don't start with tactics. Start with the business goals, then your communications objectives, what resources you - as a business - are going to put into the campaign, the target outputs they will generate, the outcomes you're aiming for, how you're going to measure the activity and quantify the impact the campaign will have on your business and the goals you set out with.



At ITPR, we adopt the Barcelona Principles of PR Measurement and apply the AMEC Integrated Evaluation Framework to our campaigns. This provides a clear strategic plan that our clients and our team contribute to, agree upon and then execute.



With that in mind, here's five things to consider when you're creating your PR strategy

1. Set a timeline to match your Sales cycle

PR success builds over time. If you're in B2B tech, with long lead times and complex sales, a two-month, high intensity sprint won't cut it.

Instead, build campaigns that run across a 12 month period. That gives you time to create and refine your messaging, time to build a content pipeline that delivers consistent coverage, shape the media perception of your brand and feed the outputs into other marketing activities.

Short-term bursts (like product launches) are fine, but they should sit within a bigger, strategic communications campaign.



These are big-picture outcomes (e.g. boost brand awareness, be recognised as a market leader, drive SEO growth for target keywords)



Measurable milestones that help get you there (e.g. Five media placements a month, 50% of all coverage should include a backlink, two executive spokesperson placements in tier-one press per quarter)

2. Define Goals and Objectives. And Yes, they're different.

Set a realistic goal (minimum 30 earned media placements over a six-month period) and a stretch goal (one earned piece of National coverage). That keeps your PR partner accountable and your board impressed.

3. Know Your Audience and where they source their information from

You can't be everywhere, so focus. Who are your buyers, influencers and decision-makers? What challenges do they face? What publications do they trust?

Knowing the answers to these questions will inform you not just where you want to appear, but what kind of stories you should be telling. If you don't know these answers, no problem, speak to your Sales team and research your customers and prospects.

1. Create great content that generates great coverage

Your PR campaign is only as strong as the content created within it.

- Got news? Great! Funding, product launches, customer wins or partnerships or C-level exec hires can be announced with clear, punchy press releases. Avoid over-used phrases such as “industry leading”, “world first” or “global leader”. If you’ve been asked to draft a comment on behalf of your spokesperson, use plain English. Avoid phrases such as “I am delighted to announce”, “I am excited at the prospect” or “I am thrilled that Dave is joining us”.
- No news? No problem. You can create it using market research for data-led news stories or identify the clear trends in your market and comment on them. Thought leadership and industry-based commentary all have a place. When creating thought leadership, remember to have an opinion and emphasise it. Playing it safe might serve you well in some industry trade publications - but will fall flat if you’re trying to elevate your spokespeople into Tier 1 media.

PR is about storytelling and the job of your PR partner is to guide you in what works best to get you involved in the conversation.

4. Measure what matters

PR without measurement is just shouting into the void. You need to know what worked and what didn’t - and then double down on what’s working. Yes, that’s right. Some tactics might not work or fall short of target objectives. This can be down to influencing news items on the agenda of publications or bad timing or being pipped to the post.

Link every piece of activity back to your agreed objectives. Are you earning media placements in the media publications you agreed at the outset? What are the Unique Monthly Views of those websites, the readership profile and Domain Authority. Are those placements driving referral traffic, backlinks, branded search or inbound leads?

If you set up tracking from day one you can draw a clear line in the sand. Whether this is via Google Analytics, CMS analytics, coverage reports or keyword performance metrics. If you don’t measure it, you can’t improve it.





9

HOW TO DETERMINE IMPACT FROM YOUR PR CAMPAIGN

If you're looking for a starting point to measure the impact of your PR campaign, ask your PR partner. Then check their responses against the following list:

1. Number of coverage items achieved per month/quarter in target publications
2. Size of readership/circulation/ UMs of publications where you're being published
3. Number of earned backlinks achieved from media coverage
4. Whether the backlinks are follow or no-follow links
5. The Domain Authority of media websites that published your news
6. Number of referral traffic to your website - either from known sources or spikes in traffic at key points in your campaign
7. Increase in brand/organic searches through Google - either from known sources or spikes in traffic at key points in your campaign

Everyone has slightly different metrics they will measure a PR campaign against, so don't dismiss any metrics that aren't listed above. The number one indicator of impact should be "have we achieved the objective of the campaign?"

How much does a B2B Tech PR campaign cost?

This is such a key question, but one that often gets asked right at the end of any planning - so let's approach this head on.

At the lower end, a serious tech PR campaign starts at £3,000/month. That typically covers targeted media engagement each month, the creation of a monthly piece of content and campaign reporting.

This starting point, building on this foundation of activity and including regular content creation (blogs, bylined articles), market research, award submissions, speaker slots, podcast appearances or targeting more than one region, then you can be looking at north of £5,000/month.



There's no hard ceiling for what you can spend on B2B Tech PR, but your spend should always reflect your business goals, not vanity metrics. A good B2B Tech PR campaign should solve a problem: visibility, credibility, trust, search, sales pipeline – not just “getting the CEO in the FT”.

When reviewing PR proposals, most decision-makers will skip straight to the cost and not pay due attention to the goals or strategy. That's fair, budgets matter, but so does value. Consistent B2B Tech PR is only expensive when it doesn't deliver against the agreed objectives.

A smart approach to setting your B2B Tech PR budget:

- Don't guess. Talk to 2–3 specialist B2B tech PR agencies and get clarity on what different levels of investment deliver.
- Don't pay for bloated retainers. You want senior attention, clear deliverables, and flexibility to dial things up or down.
- Don't view PR in isolation. The best results come when PR supports your wider marketing and commercial strategy.





Building a good PR campaign requires hard, relentless work. You're not paying for a press release to be blasted out to a cold list of media contacts. Strategic B2B Tech PR support should give you access to:

- An understanding of the media built over years
- Journalistic instincts to craft stories that land
- Fast-turnaround content on tight deadlines
- Strategy that aligns with your commercial objectives
- A team working daily to keep your brand visible in a crowded space

Every decent tech outlet gets dozens, if not hundreds of pitches a day. Earning your place means having a better story – and a team who knows how to tell it.

When should we consider PR?

- If your sales team says, “no one’s heard of us,” PR fixes that.
- If you want to be on procurement shortlists before RFPs are issued, PR helps.
- If your brand needs to be visible in a new market or sector, PR delivers.

But it only works when your agency understands what you're really trying to achieve – and designs a programme around outcomes and impact, not outputs.

Good PR isn't cheap – but it shouldn't be a cost centre either. Done right, it's a multiplier. It fuels awareness, credibility, search, and sales.

If you're serious about growing your brand, the real question isn't how much does PR cost? It's what's the cost of staying invisible?

ABOUT ITPR

ITPR is a UK-based B2B technology PR consultancy that supports business growth through measurable PR campaigns to build brand awareness and drive sales lead enquiries.

Operating in the B2B Technology sector since 1990, the ITPR client portfolio consists of global enterprise software providers, large UK SME's and technology start-ups. ITPR delivers services that include content creation, message development, market research, media engagement, social media management, blogging, event support, and international media relations.

ITPR's B2B Technology PR campaigns use website analytics to measure how PR activity impacts the overall performance of a business' marketing, supporting lead generation and customer acquisition, providing measurable ROI to its clients' C-level executives.

Get in Touch. We'd love to hear from you:

Email at:
prteam@itpr.co.uk

Or book a free consultation at:
<https://www.itpr.co.uk/book-a-free-consultation>