



Hiring an Agency

Things you wished you'd
known before signing up!

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WHEN'S THE RIGHT TIME TO HIRE A PR AGENCY?

Every ambitious B2B tech business reaches a moment where it needs more visibility, more industry credibility and more marketing and sales momentum. That's where PR comes in.

But timing matters. Good PR can be a powerful tactic to expand into new markets, reach new audiences and potential customers.

Before engaging with a B2B Tech PR agency, perform a quick health check on your website. What are your current search rankings, do you have data on the monthly visits to your website, that convert to contacts, leads and sales. Basically, is your marketing funnel working?

Think of it this way - if you don't have a website that is working for your business, when a visitor arrives on your website looking to find out more information after reading about your business in the media, but finds the website lacking information then this will only lead to frustration and you've lost a potential customer.

Yes, timing is a factor, which is why PR is important to make sure your business is always in the minds eye of future customers. This guide will help you figure out whether you are engaging a PR agency for the right reasons, at the right time - and whether that time is now!



2

4 SIGNS IT'S TIME TO HIRE A PR AGENCY

There are many things that can influence the decision of bringing in a PR agency. Sometimes it might just be that 'gut feel' that you can do more, but you're not sure exactly what it is... yet.

Here are some indicators that might resonate with you as signs that now could be the time.

1. **You've got a credibility or awareness problem**

If your sales team is saying things like "Some prospects say that they've never heard of us" or the feedback is "We're losing out to louder, but less capable competitors" then you need to fight back, raise your profile and build trust in your business - fast

2. **You've got the ambition to be #1**

You want to be known as the go-to business in your target sector or market. That's not a job for marketing and advertising alone. PR helps shape perception, provide a face and voice to an organisation and do this consistently, over time.

3. You want your Executives to expand their reach

Your execs are getting traction on LinkedIn, and now they're ready to step onto a bigger stage. Content based PR campaigns can turn smart LinkedIn posts into media coverage, quotes in tier-one outlets and give your execs a seat at the table in industry conversations.

4. You need regular, high-quality content

Whether for your website, ABM campaigns or email nurture flows, PR will help you hone your business messages into a story that people want to read. They can take your product, proposition or IP and turn it into content that engages journalists and their audiences. This can be used to your advantage.

If these are resonating with you, then it might be the right time to engage a PR partner. However, if not then PR is not always the solution.



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4 SIGNS WHEN IT'S NOT TIME TO HIRE A PR AGENCY

PR isn't a silver bullet to all your communication problems. What you want to avoid is spending tens of thousands of pounds for a few media placements in irrelevant media publications, and have almost no way of showing the true value and impact of them. This leads to a relationship where you are feeling pressure to prove ROI and the agency is left holding the can for a brief that's changed its main objective.

So here are a few things you might want to consider before you engage a Tech PR partner.

1. **You have no internal time or wider buy-in within the business to support it**

We get it - we're all busy. But when engaging a PR partner you're not just making a financial investment, you will be investing your time as well. And while it's great to be leading the charge internally - make sure you have back up from key spokespeople, as they will need to give up their time too!

2. **You have no interest in developing stories for your business, and just want to push marketing messages**

Making sure your PR campaign has consistent messaging with marketing is good. Stuffing press releases and thought leadership with corporate jargon is bad. Good PR is about storytelling, and often that can take a strong will to manage the expectations of internal stakeholders who want to use corporate jargon. Stand firm to craft unique and thought-provoking content that will land with the media.



3. You expect instant leads with zero strategic foundation that needs to build over time

PR is not advertising and therefore you can't treat it with the same immediacy of results. If your CEO really wants to appear in the Financial Times, then pay for an advertorial or special report. If you want to make your business known for something different from your competitors, then invest in long-term strategic PR campaigns.

4. You haven't considered how to promote PR success within your business

Great PR campaigns shouldn't just happen with your external audiences, your employees and internal stakeholders should also be considered in the campaign. Promoting the success of external PR campaigns internally will increase visibility, improve consistency of key messages and will help to prove value.



PR is a partnership. You'll need to dedicate time, review content, provide access to spokespeople, move quickly on journalist deadlines and stay involved. Yes, your PR Tech agency will do most of the heavy lifting, but if you're not ready to commit time and input, the PR campaign will struggle. This should be a partnership, and any partnership will struggle if you don't put the effort in.



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FINDING THE PERFECT TECH PR PARTNER

Hiring a B2B Tech PR agency shouldn't be a case of picking a vendor off a spreadsheet. It's about choosing the right partner that will make you feel comfortable and secure and will represent your brand to the world. Chemistry matters, of course, so does capability.

You want a PR partner that lives and breathes the sector, or sectors, you operate in. One that understands your product, your market, and crucially, your target buyers. If they don't ask smart questions about your goals at the outset, that's a red flag. If the people you meet on the pitch aren't the ones who'll actually be doing the work, another red flag.

Don't worry about whether they've got a black book of journalist contacts. Any B2B Tech PR agency worth their salt has relationships with journalists, but great PR isn't about what favours you can call in, it's about news and telling compelling stories.



Journalists care about the story, not necessarily who is telling it. So instead of asking, "which journalists do you know?", perhaps ask, "what stories would you pitch for us?" If they can't answer that well, it won't matter who they know.



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THE KILLER QUESTIONS

If you're engaging a B2B Tech PR partner for the first time, or any time for that matter, you will no doubt have a list of questions you want to ask. Seeing as we're on the end of those questions quite often, here are some of the better ones that have been put to us:

1. How do you agree on the key objectives/ outcomes of the PR campaign?
2. What level of activity/ input should I expect?
3. Do you have any case studies of similar-sized/industry
4. How do you structure your support team? Who are they and what is their role?
5. Can you explain your onboarding process?
6. How would you recommend to measure the impact of the campaign?

The obvious question missing from this list is “How much does a PR campaign cost?”. And let’s be honest... good PR isn’t cheap and cheap PR isn’t good. It’s hard to put a definitive number on a PR campaign as it does depend on a lot of variables - target regions, frequency and type of content being created, events, award submissions, press days etc.



As a baseline, you should be budgeting to invest around £4,000 a month for a specialist B2B tech PR campaign. That should give you a focused team, consistent media outreach, and meaningful results you can actually track.

Of course, the more you invest, the more you get. More regions to target. More content production. Event attendance. Podcast appearances etc. However, remember, what really matters is the quality and relevance of the coverage. Five well-placed articles in the right media will always beat 20 hits in publications your buyers have never heard of.





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MEASURING THE IMPACT OF YOUR PR

The idea that the value of PR “can’t be measured” is a myth. Smart B2B Tech PR campaigns should be built on data. You can track increases in branded search, monitor spikes in your website traffic after coverage lands, follow backlinks, watch your domain authority rise and how your PR is contributing to your existing SEO and lead generation.

In a world of generative AI search results, there are also methods to track how often your brand is appearing in the results for generative AI search queries.

Don’t fall for vanity metrics. Advertising Value Equivalents (AVEs) and potential reach figures tell you nothing about the impact on your business. Instead, look at whether PR is helping your business become more visible, more trusted and more likely to make a shortlist of providers.

For a long time, the success of B2B Tech PR campaigns were measured by the deliverables and outputs rather than outcomes and impact. This can leave people feeling frustrated and unconvinced that PR can deliver true value to the business. PR is about outcomes, not just outputs. If your PR agency can’t tie results back to your original business and communication objectives, they’re not measuring the right things.

Determining success depends on having clear objectives, such as gaining a certain amount of coverage or backlinks, and it’s impossible to view something as a success if neither party knows what they’re expected to work towards.

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A FINAL WORD

Hiring a B2B Tech PR agency - or any PR agency - should never be a tick-box exercise. It won't free up all your time either, the best results come from true collaboration.

- ➔ If you're clear on the business challenge you need to solve
- ➔ If you've got a story to tell (or you're open to uncovering it)
- ➔ If you're willing to put in the time to make it work
- ➔ And if you want long-term, strategic impact over short-term noise

Then yes - you're ready for PR.

And at ITPR, we're ready to help.



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:

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Or book a free consultation at:

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