

White Paper Series

Media Tours

Generating valuable coverage through smart media relations





Executive Summary

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The driving force behind LePoidevin Marketing, Dean listens to each client, pinpoints the critical needs and identifies a strategy that bears the best results. With a background in television broadcasting, audio and video production, and creative copywriting, to several years in sales, sales management, marketing management and account supervision, Dean has amassed a broad portfolio of practical, hands-on experience, which gives him the innate ability to see the big picture. Dean surrounds himself with a dedicated team of seasoned professionals who are able to provide immediate impact on any project.

Thousands of products are launched into B2B industries every year. Unfortunately, many of them fall short of sales expectations, in part because they didn't generate enough awareness and excitement within their target markets. This white paper will make the case that you should consider hosting a media tour to help create valuable buzz in the market, and best position your new product for success.

Why a Media Tour?

A media tour is an event where you invite editors and reporters from targeted publications, as well as electronic media outlets (e.g. bloggers) to your facility to receive an exclusive advance viewing of your new product. The goal of any product launch is to raise awareness and excitement within your target markets, and the media tour is a perfect vehicle to do this.

The trade press is an inquisitive group and they want to learn about new technologies and trends that are shaping their industry – this can be done by hosting a media tour. You raise awareness and excitement by educating the press on your product, giving them full access to engineers and product managers that helped design and create the product. Let them hold the product, get a feel for it, see it in action. The story behind your product is interesting to the trade press – so tell them the story – completely and dramatically.

If the press attends your media tour, they're going to report on it, and this is where you get your payoff. Coverage can range from a few



paragraphs to a few pages, often in both their print and electronic outlets. Ideally you want their coverage to coincide with the launch of your product, or a month or two prior. Having reviews of your product appear in industry-leading media outlets is a great way to raise awareness and interest, and it also provides valuable third-party credibility. Reading a product review tends to be more believable and credible when it comes from a neutral source like a credible media professional. Their reviews will likely include many of the product's key selling points, features and benefits – which is exactly the information you want prospective buyers to know. But since it's coming from a media outlet, the product is receiving third-party credibility, further validating it in the eyes of your customers. Coverage in the media also gives your sales force something else to tout when speaking with new and existing clients about the product. Having a magazine containing your product review in hand is a powerful selling tool.

Additionally, nearly all members of the trade press are using social media to promote their publications and stories. During your media tour, you can expect editors and reporters to be Tweeting live from the event, and also posting updates on their outlet's Facebook pages – giving your product and the company immediate added exposure to their followers.

Raise awareness while **generating excitement and earning coverage.**

Building Relationships

While hosting a media tour is a great way to receive coverage for your product, it also comes with another benefit – lasting professional relationships. A media tour is the perfect time to start building relationships between the trade press and your staff of design engineers, product managers, marketers and company leaders. This can benefit the company through additional coverage down the road.

For example, let's say you hosted a media tour to help launch a new line of specialized tools. You'll likely receive coverage on those tools, but six months from now when one of the attending media outlets is working on another story about tools, who are they going to call for comments, interviews or photo support? Are they going to call a supplier that they have no relationship with, or are they going to call people they know and trust? Time and again, clients that have hosted media tours see additional coverage due to the professional relationships built from the tour itself.

Not For Every Product

If your company manufactures conveyors, and you're introducing a new caster for your support stands, you probably don't need a media tour as part of your launch strategy. However, if you're launching a new family of sanitary conveyors that offer hygienic characteristics not found on any other conveyor system in the market, a media tour would be a good strategy to employ. The point is – not every product requires a media tour.

Media tours are designed to raise awareness and excitement for major product launches. Editors and reporters are stretched very thin and don't have a lot of time to devote to press events. That being said, they will attend media tours or press conferences if the product truly warrants it and they feel the effort will generate multiple stories. A new caster for support stands can be launched with product flyers for the sales force and a simple press release. An entirely new conveyor platform is substantial industry news, and could support a media tour.

CONCLUSION

Being able to generate awareness and excitement – a distinctive buzz in the market – is one key to successful product launches and building brands. Well designed and executed media tours can deliver that initial burst of buzz, as well as provide long-term dividends in the form of future coverage. Media tours are best used for major product launches and to augment a comprehensive marketing communications program. Media tours take time to plan and implement, but when used correctly, can go a long way toward ensuring your product launch is successful.

Interested in hosting a media tour? Here are our 10 things to consider:

1. Does your product warrant a media tour?
Is it truly newsworthy?
2. Does a media tour complement the other components of your marketing strategy/campaign?
3. Is someone available to take ownership and coordinate the entire event?
4. Do you have a budget set aside to host a media tour?
5. Do you have comprehensive press kits tailored to the product being launched?
6. Does the product launch warrant an advertising campaign to coincide with the media tour?
7. Do you have a presentation ready to roll at the media tour event, or will you have to create one?
8. Do the identified presenters possess good public speaking skills? Do they need media training?
9. Do you plan to promote the media tour via social media before, during and after the event?
10. Do you have a post media tour plan to further leverage the event for additional coverage?



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Establishing trust. Building value. Delivering on a promise. It's that unique brand experience LePoidevin Marketing creates for every client we serve. Based on years of marketing expertise and direct industry experience, our team delivers sound strategic planning, insightful recommendations and smart creative concepts that cut through the clutter, develop more meaningful brands and advance your position.