

Performance-Based Public Relations: Manufacturer Impressed By Results, Not Promises

A guarantee of 5 published articles per month got EonCoat's interest; delivery of articles beyond the guarantee plus wealth of qualified leads gained the manufacturer's trust



“As an entrepreneur, I wanted measurable results, not vague promises from a public relations firm,” says Tony Collins, President of EonCoat, a Wilson, NC-based developer and manufacturer of a new type of VOC-free, protective ceramic coating that is successfully being introduced to the industrial and commercial markets.

“I wanted the publicity; I wanted the exposure to a number of different industries; and I wanted links to my website, since those links can dramatically boost search engine ranking,” explains Collins.

From decades of experience in developing other businesses, Collins knew he needed to rapidly reach qualified prospects in his market and explain his product's benefits without being overly self-promotional, and thus unbelievable. With this in mind, he began a search for a PR firm that was capable of writing promotional articles with third party testimonial that would be published as editorial

in trade publications both print and online. In this case, EonCoat is targeting large national industrial coating contractors.

As an engineer by trade, Collins spent many hours thoroughly researching PR firms online and over the phone. “I spent about 20 minutes on the website of every PR firm listed on the O’Dwyer’s PR Report,” says Collins. “I talked to six to eight firms directly, some large and some small, but nobody made me comfortable that they were going to get the results I was looking for.”

For Collins, comfort involved several factors. He wanted a firm that wasn’t spread thin doing many types of PR, but instead focused specifically on feature article writing and placement; he preferred a firm that specialized in the industrial and commercial sectors; and most importantly, he was looking for a firm that would stand behind its promises with some sort of performance guarantee.

“Most PR firms don’t like to be measured, and that’s particularly true of

creative people in general,” says Collins. “But you’ve got to do some measuring to determine the value of the publicity. Good intentions aren’t enough.”

When Collins turned to Torrance, CA-based Power PR, he realized the PR firm was unique. “To the best of my knowledge, Power PR was the only firm in the country that offers a guarantee of a certain level of performance when it comes to getting articles published,” says Collins. “They put the guarantee right up front without me having to ask. That said to me that ‘we know how to do this and we will get you results.’ They offered what I was looking for—a commitment to a measurable deliverable.”

When the PR firm guaranteed to generate five published stories a month for each month of service, he questioned its founder and president, John Elliott, about how this could be achieved.

Unlike PR firms that merely fax or e-mail out generic, unsolicited stories—which, at best, editors give a cursory glance—Elliott’s firm crafts industry-specific, issue-based feature articles that typically include third party testimonial and quantifiable results enjoyed by happy customers. They then call editors, pitch them over the phone, follow up, and often make requested edits until the story publishes in the client’s target market.

“John has developed a system of getting articles placed,” explains Collins. “Instead of befriending editors to get them to create an article as a favor, Power PR has found a way to give editors what they really want. They make editors’ jobs easy by writing great copy for them. Instead of high-priced PR account executives trying to build relationships with editors, they have a cost-effective call center that reaches out to editors in a non-threatening, yet persistent, way.”

Satisfied with Power PR’s system for achieving quality published each month in EonCoat’s target markets, Collins signed with Power PR. As part of Elliott’s commitment to being held accountable for results on an ongoing basis, every agreement is month-to-month.

“I’m very impressed with how well the stories are written and with the articles that



EonCoat has no fumes. Contractors can spray within 10 feet of someone working in an occupied space with no concern for odor or getting residue on carpet, computers, or office furniture.

have published already,” says Collins, who with 20 guaranteed articles currently has 37 articles either published or scheduled to appear in the next several months.

“We have been inundated with calls and prospects hitting our website. By the time prospects are contacted by us, they have read the article and already know a lot about our product,” adds Collins.

According to Collins, EonCoat created its website but didn’t publicize it until the last week of December, so he knows that the leads he has received were a direct result of Power PR’s efforts. “I signed up thinking it would take 3 to 4 months to get ramped up, and all of a sudden I’m getting calls and hundreds of additional web site hits a day and people are calling in to us without doing anything else,” says Collins.

For Collins, the quantity of leads alone was not as important as the quality. EonCoat is primarily targeting only the top coating contractors in the United States by volume of coating applied. On this score, EonCoat’s PR campaign is also a success.

“The leads are quality leads and have come from substantial [coating contractor] enterprises,” says Collins.

For more info about performance-based PR or marketing publicity, call 310-787-1940; Fax 310-787-1970; visit www.powerpr.com; or write to Power PR, 18103 Prairie Ave., Torrance, CA 90504.