

Telling the right stories for maximum press exposure

It is a philosophy at Bridge that all companies have lots of stories to tell and what may seem a simple piece of information can become a really interesting and newsworthy story, if written and delivered in the right way.

Bridge has been working with leading ERP provider K3 Syspro for over 15 years and over that time has helped the business become a global leader in providing next-generation enterprise software for businesses in the retail, manufacturing and distribution sectors, through working strategically with its marketing team.

The company always has lots of stories to tell about its own ERP software and the work the company is doing to make ERP more accessible to end users. As a market leader, K3 Syspro signs new orders with companies all the time and what might seem like a simple purchase agreement is always a lot more interesting than that.



Maintaining a presence: By putting news of K3 Syspro's new purchase agreements into the press in an interesting and engaging manner, the company has been able to get across the features and benefits of its products and services in a newsworthy manner.

At a glance

Objectives:

- To raise awareness of K3 Syspro and its ERP products and support services with consistent trade press coverage
- Demonstrate the features and benefits of K3 Syspro's products and services in an unbiased manner
- Position K3 Syspro as a thought leader within UK and European manufacturing as a company that is delivering effective solutions to many problems experienced by manufacturers

Challenges:

- Sustaining consistent press coverage for one company over a large number of years, something that we are still doing today.
- Regularly explore K3 Syspro as a business for new stories and new messages to be able to feed to the right media publications.

Results and benefits:

- Average press coverage of over £13,000 (AVE) over a six month period.
- Consistent media coverage and thought leadership for over a decade.

Take the case of one K3 customer, a precision engineering company based in Hampshire. One of the latest businesses to join the K3 family, the firm's interest in K3's ERP solution, SYSPRO, was to fill a gap in business productivity.

Through working with K3 and its customer, Bridge was able to identify all of the key reasons the business had made an investment in SYSPRO ERP and exactly how the company expected it to aid productivity. The customer was using an outdated production control system and rather than keep paying to update it manually, the firm realised that K3's solution was more flexible and could better support changes in the business.

K3's client was also using a separate accounting solution and wanted to merge production control and accounts in order to cut administration time spent on accounting. By talking to the customer and K3 and deciphering all the main reasons that SYSPRO was required, Bridge was able to put together an engaging and insightful press release that demonstrated the advantages of SYSPRO in moving a business forward.

It became less of a statutory new order press release and more of an insightful and educational story informing manufacturers of the benefits of having ERP software like SYSPRO installed in the workplace and the amount of administration time that such software can help to reduce.

Media relations is something that Bridge prides itself on. We take the time to study forward features, liaise with Editors and really get to know all the publications that our clients are targeting.



Relationships are key: K3 Syspro benefits from Bridge PR's excellent media relationships with trade press.

There is nothing more unprofessional than ringing up a publication that you know nothing about and if this is the case, an Editor can sniff you out instantly and it can earn you a reputation for being unprofessional.

At Bridge however, we know the kind of stories that publications want and therefore can secure the best coverage possible for our clients across print, broadcast and radio.

As a leading ERP provider, K3 Syspro is keen to create a presence in all key UK IT and manufacturing trade press and we have been helping them to do this for over a decade. When it came to distributing this new order story to the press, it was very well received.

This is because we had listened to what the publications wanted in news and taken a more interesting approach to writing a simple new order press release.



In total, we managed to place one press release across nine different trade publications for K3 Syspro, representing an AVE spend of over £13,000.

More importantly than that, we had stated the features and benefits of K3's ERP solution and what companies that work with K3 can benefit from, in a newsworthy manner.

Bridge continues to work with K3 Syspro today, telling the company's stories across all the relevant platforms in both print and digital .

Got it covered: We managed to place one press release across nine different trade publications for K3 Syspro.



“We have been working with Bridge PR for over 15 years and over that time they have become an integral part of our marketing mix. They have really taken the time to understand our business, our product and the industries we operate in and are always identifying new opportunities for us to take advantage of. They have their finger well and truly on the pulse when it comes to the ERP market and make an effort to stay abreast of changing industry trends. They are always professional when contacting our customers for press material and adapt their writing style to perfectly complement our brand.

“One of the major benefits of working with Bridge PR is the fact they always go above and beyond to promote our company and get us noticed by target markets. Their team is easy to talk to and friendly and we have built a great relationship with them over the years.”

Sarah Winterbottom, K3 Syspro