

ROBOTICS PR & MARKETING TIPS

Grow your brand awareness, thought leadership, and leads



KNOW YOUR AUDIENCE

Prospects & customers

Business & financial media

Trade press



Analysts & influencers

DEMONSTRATE VALUE TO MANUFACTURERS AND OTHER VERTICALS



Agriculture



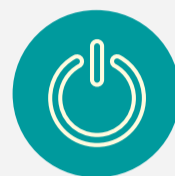
Automotive



Construction



Consumer Goods



Electronics



Hospitality



Materials Handling & Logistics



Mining

EXTEND YOUR TEAM



Tech PR specialists with global connections



Robotics-savvy digital marketers



Writers with engineering, tech marketing, and business experience

SHOWCASE YOUR EXPERTISE

- » Contributed articles
- » Case studies
- » Graphics and visuals

- » Guides and briefs
- » Press releases
- » Tips and best practices

- » Trends reports
- » White papers
- » Blogs

- » Videos and podcasts



ELEVATE YOUR MESSAGE

- North American and global reach
- Business value with tier 1 business and financial press
- Tech talk with robotics and automation trade press
- Spokesperson training

UNLOCK PR OPPORTUNITIES

Open doors that validate your credibility through extensive relationships with media, analysts, and influencers who cover:

- Robotics & Automation
- Manufacturing
- Vertical markets from materials handling to automotive to electronics
- Business and the economy, including top-tier media, such as Reuters, The Wall Street Journal, The Economist, Wired, Fast Company, TechCrunch, and Investor's Business Daily

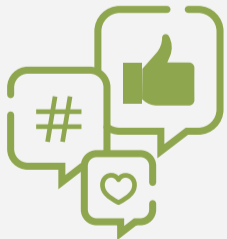


FOCUS DIGITAL MARKETING ON BUYERS



SEO

Social media



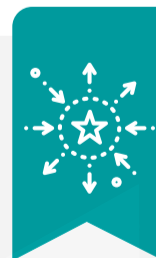
Search ads

Awareness & nurturing



Account-based marketing (ABM)

DIFFERENTIATE YOUR PRODUCTS AND BRAND



- Unique selling proposition (USP)
- Message development
- Consistent messaging
- Thought leadership
- Integrated marketing programs