

Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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WORD NERD

Mob*ile*neck*ing *n.* -- the alarming tendency to have our necks tilted down or shifted sideways glued to our mobile device. This is increasingly common in cars, airplanes and on side/crosswalks. Closely related to the term "eyeavoidance" - refraining from making eye contact with those around you.

Latest Bianchi Biz Blog Post

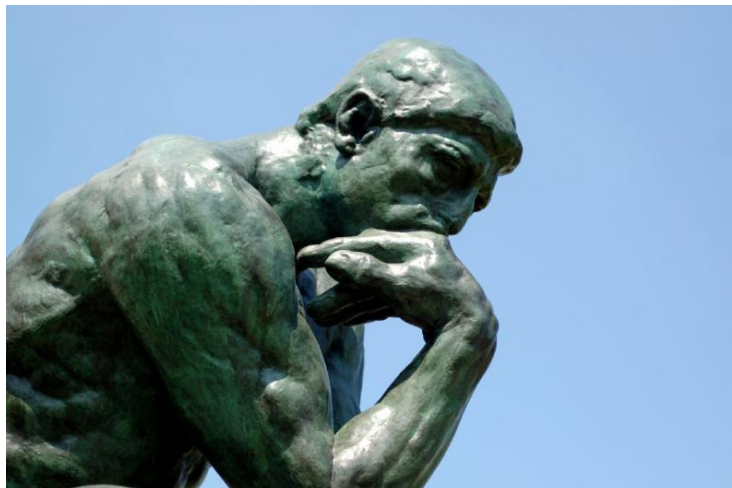
["Why One Global Approach for CEO Media Interviews Doesn't Work"](#)

To view more posts, visit the [Bianchi Biz Blog](#).

West Coast Road Show

Recently, **Bianchi PR** assisted [Yanfeng Automotive Interiors](#) with media outreach and coordination with journalists for the West Coast debut of its Innovation Demonstrator 2015 concept car, which resulted in multiple interviews and media

Think About Thought Leadership



Thought leadership ...

Many B2B companies talk about it, but few do it well. Some companies try to disguise pure advertising messages or promotional case studies as thought leadership, and their efforts fall short.

Of all the content a company can distribute, true thought leadership can have the greatest impact on your potential buyers. It can boost brand visibility. It can engage prospects, drive quality website traffic and generate quality leads ... by highlighting your company's **approach to solving your customers' key problems**.

Most importantly, it helps you build trust with your market ... and trust is the currency of good business.

Read on for more of our thinking on thought leadership.

Jim Bianchi, APR
President

Lead the Way - The Power of Thought Leadership

coverage.



Meet the Media

Have you checked out the new "Meet the Media" feature on our blog? Each month we profile a few key journalists that cover our clientele.

Here are some of the latest posts:

[Jeff Gilbert, auto reporter at WWJ Newsradio](#)

[Brent Snavelly, auto reporter at The Detroit Free Press](#)

[Dustin Walsh, senior reporter at Crain's Detroit Business](#)

Building Business



KIRCO, a full-service commercial development, construction and property management organization, recently turned to **Bianchi PR** to provide the company

The importance of delivering informative, interesting content that relates to your target audience is not lost on most companies these days. From reposting articles of interest to sharing news on services or technologies, there are plenty of ways to be a content leader. **But what about being a thought leader?**

Is your company doing enough to look inside its own business to maximize the **unique expertise** of your executives, program managers, designers and others to help position them as authorities on relevant industry topics? Are your leaders thought of as go-to sources for customers and media when it comes to **perspective on issues and solutions?**

If not, you might be **missing a big chunk** of your content marketing and communication strategy. Remember, people like to do business with people they know and the more your experts are known for the right reasons, the better.

If you feel your thought leadership efforts are due for a boost, consider these four tips for firing it up:

What's Your Problem? - In order to be seen as a thought leader that's actually offering helpful input and not just jargon, you need to know what challenges and questions your target audiences / customers have. What keeps them up at night? What issues are most prevalent at each level of the industry? You might consider having your sales people collect feedback from your customers and then have your experts develop answers from a variety of different angles.

The Written Word - Once you know what challenges and questions are facing your key audiences, share your insight by sharing thoughts, tips and opinions via blog posts, newsletter articles, white papers, case studies and more. Make these openly accessible to anyone visiting your company website and help extend their reach by linking to them via your social media accounts. By offering up your expert take without any sales pitching or pressure, readers will learn to rely on your perspective without feeling like they're listening to an advertising pitch.

The Spoken Word - Taking part in speaking engagements or panel discussions at industry trade shows, conferences, webinars or exhibits is one of the best ways to grow your reputation as a thought leader. Being selected to speak at an industry event automatically conveys credibility and expertise. These events are not only attended by your end user audience, but also by journalists and fellow industry experts, offering networking opportunities as well.

Meet the Media - The importance of media relations shouldn't be overlooked on the thought leadership path. Building and maintaining relationships with key industry and local journalists is crucial to being recognized as an expert source for information and quotes when they're working on articles. Even when you're not promoting your own product, being quoted on an industry trend or even offering an opinion during a crisis can help position you as an expert. To get started, consider working with your PR team to schedule some no-pressure "meet and greets" with

with PR counsel and media relations support for its growing business. To learn more about this client, [click here](#).

key media to start making connections.

For more insight on developing a thought leadership program, contact Jim Bianchi at jbianchi@bianchipr.com or 248-269-1122.



BPR Quick Links

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Our PRGN Teammate in Washington D.C.: Xenophon Strategies

Led by CEO and President, David A. Fuscus

Xenophon Strategies is a full-service strategic communications firm specializing in public relations, crisis communications, digital strategy, public affairs and advocacy, and government affairs. The firm has a diverse portfolio of clients, including Fortune 500 companies, public entities, trade associations and foundations.



With strong relationships at federal agencies such as the National Highway Traffic and Safety Administration (NHTSA) and the National Transportation Safety Board (NTSB), Xenophon Strategies staff members have diverse backgrounds and wide-ranging expertise. The team includes former congressional staff, state and federal government officials, public relations experts, journalists, political strategists, marketing professionals and media tacticians.

From implementing large-scale media relations and public affairs campaigns to preparing for and responding to major crisis events to helping clients work with regulatory agencies and government officials, Xenophon's experience, capabilities and services are consistently recognized as industry-leading and innovative.

For more information on our PRGN partners, contact Jim Bianchi at jbianchi@bianchipr.com.