

# Making the Most of Media Exposure

*Is PR the unsung hero of professional  
services marketing?*





The professional services world is passionate about referrals as its primary source of growth. Investment managers, accountants, consultants, and lawyers alike are firm believers in the power of a good relationship. The idea that “it’s a handshake business” is centuries old, and it still holds water, even in today’s digital age. Trusted relationships produce the strongest business leads.

What doesn’t get talked about as much is how public relations plays a pivotal role in nurturing those relationships and ultimately turning them into clients. PR is the glue that connects the dots between building awareness at the top of the funnel and closing the deal. Calling PR the “unsung hero” of marketing might sound a bit dramatic, but it’s not that far off. PR quietly works behind the scenes, pulling together everything a company has to offer—messages, expertise, case studies, and media coverage—to create third-party validation that other marketing tactics simply can’t deliver.

The elephant in the room with PR has always been: How does one quantify the return on investment (ROI)? That’s a tough question, especially in industries like professional services where trust and reputation are the currency of success. But here’s a fun fact: according to the Harris Poll, thought leadership and expert positioning initiatives are estimated to generate 14x ROI. And what’s driving that? Credibility. PR, at its best, generates credibility and visibility that’s nearly impossible to replicate elsewhere.



# CRAFTING A THOUGHTFUL PR STRATEGY

When it comes to professional services, an effective PR strategy starts with a few key questions:

- What's the **core message** your firm needs to convey?
- Who are the **key stakeholders—prospects, current clients, employees**—that need to hear this message?
- What's the **goal** of each communication effort?
- How is your company positioned against competitors, and **what's your differentiator?**
- What content will **reinforce** that message and **build confidence?**

These questions aren't just box-checking exercises—they lay the foundation for aligning PR efforts with broader business goals. Maybe you're looking to elevate your senior leadership team, emphasize expertise in a specific sector, or break into a new market. Whatever the objective, having these answers in hand helps create a roadmap for where PR efforts should focus.





# THE MYTH OF THE “PR BLACK BOX”

There's a common misconception that PR results come solely from relationships that the communications team has with journalists. It's tempting to think that if you just hire the right person, they'll magically land your company in The Wall Street Journal or the Financial Times. But here's the truth: media relationships are only as strong as the story you're telling. PR outcomes are built on the value of the story angle and thoughtful execution of the team – without that, journalists are unlikely to engage.

## **Consistency, consistency, consistency...**

Good PR is built on collaboration. It's about pulling together insights from leadership, new business development, and service delivery teams to create narratives that resonate with editors. For example, consider that service teams may hear repeated requests across the client base for guidance on a specific topic. Meanwhile, the sales team is gearing up for a push that targets business owners. The PR team can launch campaigns discussing relevant topics in publications that target executives and entrepreneurs. Results speak directly to the right audience and produce published material that reinforces the firm's expertise. That kind of alignment brings significant impact to the organization.



# KNOWING YOUR AUDIENCE



Once the message is clear, it's time to take action. PR teams collaborate with subject matter experts to craft strategies that put the firm's expertise in front of the right audience—primarily the media. Campaigns typically take shape through three core avenues:

1. **Content Amplification:** Leveraging materials like white papers, blogs, or presentations, the PR team reaches out to editors with solid content in hand. Providing real substance gives journalists a reason to trust your expertise—after all, you've taken the time to articulate a meaningful perspective.
2. **Real-Time Commentary:** This one is all about timing. The PR team keeps a close eye on industry trends and news, jumping in with expert commentary when relevant headlines appear. This kind of real-time response builds credibility and positions your firm as a go-to source for insight.
3. **Company News:** Press releases are still an effective way to keep your firm on the radar. Whether you're announcing a new service, a key hire, or a milestone, these updates maintain your presence in the market.

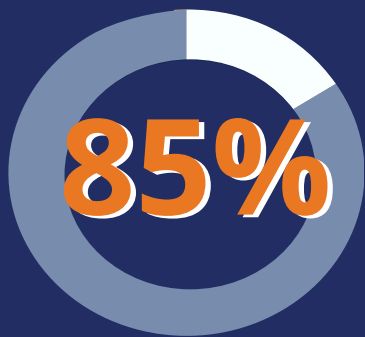
What does all of this look like in practice? Here's a quick example. One of Longview's clients, a global management consulting firm, was eager to make a splash in the U.S. market while reinvigorating a brand that's been around for centuries. The team ran PR campaigns across five different sectors to elevate the profiles of the firm's senior team. Through a mix of trend analysis and thought leadership, we built trust with journalists who cover their industry. The result? Over the course of one year, the client was featured in over 80 articles, reaching a combined audience of over 660 million readers worldwide. That kind of visibility can't be overstated.



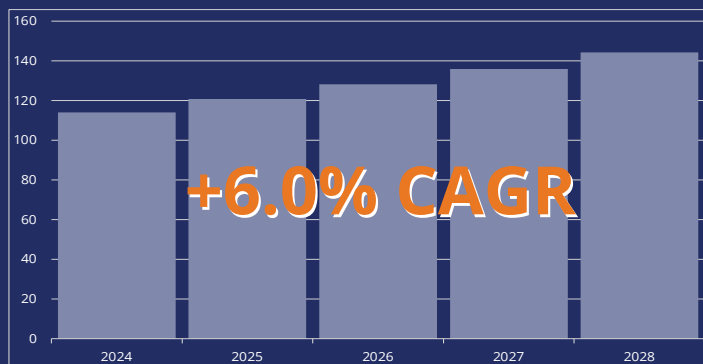
# THE RISING COMMITMENT TO PR IN PROFESSIONAL SERVICES

In a world where reputation shapes success, the professional services sector is doubling down on public relations (PR) as a key strategy for growth and differentiation. A recent Public Relations Society of America (PRSA) survey shows that 85% of executives now see PR as essential to nurturing relationships and managing brand perception in the digital era. Coupled with projections from Meltwater that peg the global PR market to surpass \$133 billion by 2027, the commitment to PR is unmistakable.

Executives That View PR as **Essential to Nurturing Relationships**



Global PR **Market Value** (\$BIn USD)  
2024-2028 (Meltwater)



This shift reflects a broader understanding: PR is not just about promoting services; it's about establishing thought leadership and steering through complex reputation dynamics. Looking ahead, the reliance on PR will only deepen as firms recognize its power in staying competitive. Those who fail to invest strategically in PR risk falling out of step, especially in industries where trust is the currency. The missed opportunity? Fostering long-term credibility, connecting with key audiences, and gaining a foothold in an increasingly competitive marketplace.



# PR AS A STRATEGIC ASSET

At the end of the day, PR isn't just a nice-to-have support function—it's a strategic asset. Firms that invest in proactive, well-conceived PR are better positioned to navigate the complexities of their industries and build lasting trust with key stakeholders.

Of course, no single marketing function works in isolation. The most successful communications strategies are those that connect the dots between PR, content, digital marketing, and business development. Like anything in business, PR is strongest when it's grounded in a solid strategic framework, with clear goals and coordinated efforts.

So, are you ready to put PR to work at its full potential? Let's explore how a thoughtful strategy can elevate your firm and give you the competitive edge you're looking for.