



PR 101

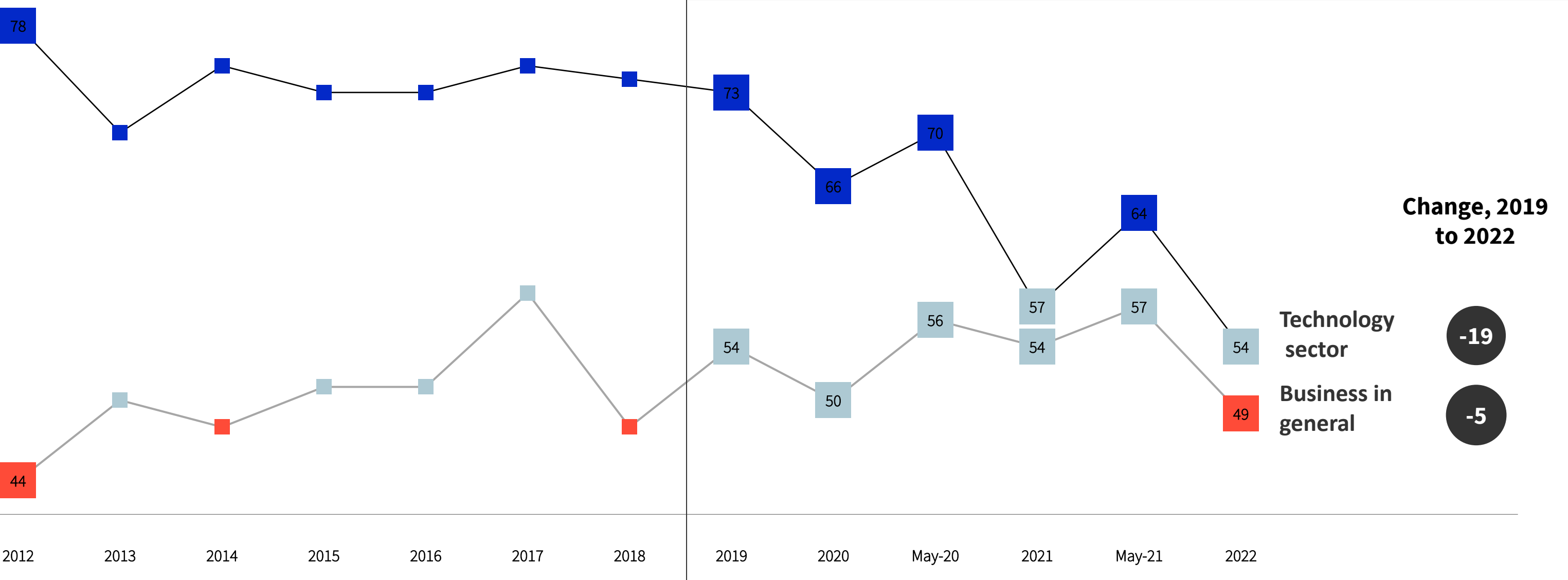
Lisa Kennedy, Edelman

May 2022

BUSINESS & MEDIA LANDSCAPE

THE PANDEMIC INCREASED IMPORTANCE OF TECH – BUT DISTRUST ROSE IN PARALLEL

Percent trust in the technology sector vs. trust in business, in the U.S.



Change, 2019 to 2022

Technology sector **-19**
 Business in general **-5**

WHAT ARE MEDIA SAYING?



Alex Konrad

Forbes

“The media landscape is so different today than it was a few years ago. It’s a bigger, noisier place than ever.

We live in a world where your IPO news can be completely blown up by Elon Musk buying a new company.”



Leena Rao

Insider

“Relationships are fostered over years. It’s coffees, meetings, Zoom. It’s worth it to make sure reporters are brought in early, background conversations happen with executives. Being proactive makes a difference in coverage.”



Dan Primack

Axios

“Every day there are 50 different things I could write about. Why you?

Your company matters to you, your customers, employees and your community, but outside of that ecosystem, why does your company matter?”

THOUGHT LEADERSHIP CAN STRENGTHEN REPUTATION, DRIVE BUSINESS

47% of B2B buyers say thought leadership led them to discover and purchase from a company.

57% of B2B buyers say thought leadership builds awareness for a new or little-known brand.

60% of B2B buyers say thought leadership builds credibility when entering a category in which the brand is not well known.



Source: [2021 LinkedIn-Edelman B2B Thought Leadership Impact Report](#)

PROPTech MEDIA TRENDS & INSIGHTS

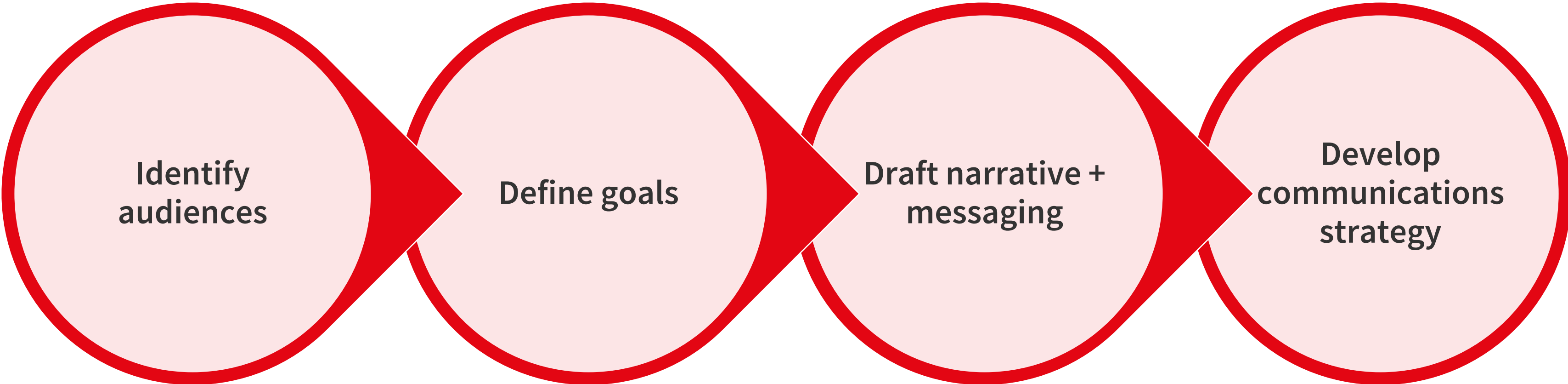
- The pandemic pushed proptech conversations to the mainstream.
- A growing number of reporters and outlets are covering proptech, beyond VC and tech.
- Business media like Washington Post, Fortune and Axios are investing in new coverage areas that include proptech.
- The bar for coverage is high:
 - Major funding announcements, valuations
 - Unique and niche offerings
 - Data-driven storytelling
 - Provocative POVs on broader trends
 - Compelling business or founder journey

THE WALL STREET JOURNAL.

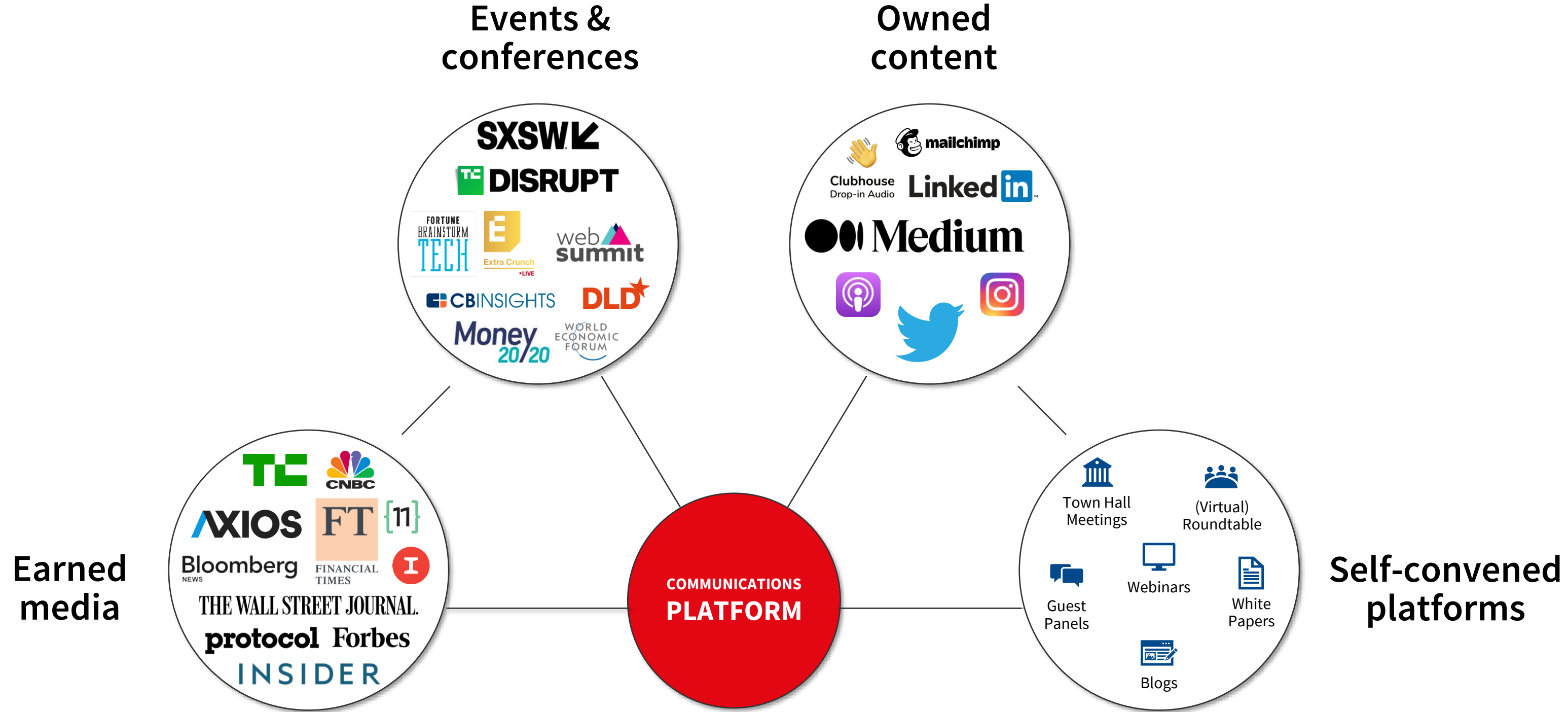


STRATEGIC APPROACH TO PR

PR 101: THE BASICS



MULTICHANNEL APPROACH



FUNDING ANNOUNCEMENT THOUGHT STARTERS

Start with the basics.

- How much did you raise?
- Who are the investors? Which led the round? What stage?
- Why did your investors choose to invest?
- Who is your spokesperson?
- What's the valuation?
- When do you need to announce?
- Where will the announcement live? How will it be distributed?

Craft a bigger story.

- How do your offerings and technology solve real-world challenges?
- What differentiates you from others in the space? How are you unique and innovative? Why does what you do matter?
- How will the funds be used?
- Can funding news be bundled with business developments or data to drive a bigger story?
- Who can validate your business model and value prop? Investors? Customers?

Define media strategy.

- What audiences do you need to reach – both with this news and in general?
- What are your short-term business objectives? Long-term?
- Which media reach your audiences? Do you have existing relationships?
- Would an exclusive give you more leverage than broad outreach?
- How do you continue to demonstrate momentum beyond this milestone?

HOW CAN JLLT SUPPORT YOU?

- Review press releases and provide input.
- Counsel on media strategy.
- Offer interviews + quotes of support.
- Share speaking opportunities and award submissions.
- Support media outreach by sharing news with JLLT friendly reporters.
- Partner on bigger trend stories JLLT team is driving related to key topics, for example, hybrid workplace.

Questions? Reach out to Harvey.Mireles@am.jll.com.

WHAT SUCCESS LOOKS LIKE

Telling a bigger story around a funding announcement.

FORTUNE

Apple, Google, and Netflix stock period products from Aunt Flow. The startup just raised \$8.5 million to prepare more companies for an office return

BY EMMA HINCHLIFFE AND PAIGE MCGLAULFIN
April 21, 2022 6:05 AM PDT



Highlighting portfolio companies as industry leaders in broader trend stories.

InformationWeek BUSINESS TECHNOLOGY NETWORK

AI/Machine Learning | 6 MIN READ | ARTICLE

JLL CIO: Hybrid Work, AI, and a Data and Tech Revolution

Fortune 500 real estate giant JLL CIO Eddy Wagoner says that the office experience is space plus technology. Here's why the company has acquired an AI startup and launched a tech-focused venture capital fund.

Jessica Davis
Senior Editor

September 20, 2021



Sharing media opportunities.

INSIDER

The 28 hottest proptech startups, as chosen by leading venture capitalists

Jordan Pandey, Dan Latu, Kelsey Neubauer, James Rodriguez, Alex Nicoli, Daniel Geiger, and Al Yoon
Apr 1, 2022, 7:51 AM



QUESTIONS?

THANK YOU

Lisa.Kennedy@edelman.com