

Innovative PR strategies for tech: Boosting thought leadership and influencer branding

Erika Enyolu

Department of Technology, Intercontinental University (ICU Tech), Toronto, Ontario, Canada

Abstract

This article explores the potential of leveraging creative tactics for establishing thought leadership and influencer branding. While thought leadership provides an insight to companies making them the go to source for information, influencer branding connects companies to their target market by leveraging the trust and influence of key influencers. Through AI, virtual storytelling and personalization, technology brands have a foundation on which they can build effective PR strategies. It also briefly discusses the measurement of effectiveness and the connection between PR objectives, demonstrating how creative strategies can ensure sustainable communication success.

Keywords: Tech, PR, thought leadership and influencer branding

Introduction

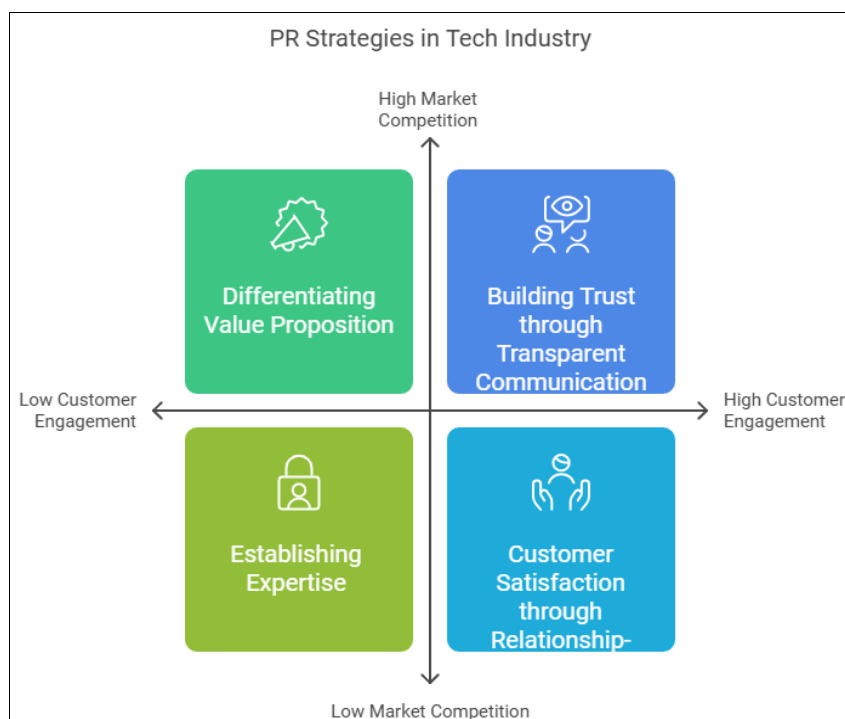
As consumers, organizations, and end-users are presented with thousands of new products and services, this can no longer be achieved by communicating only features and advantages. Tech brands matter because they need to invest in developing trust and credibility with their target audience. This is where thought leadership and influencer branding come in. Thought leadership positions companies as authorities in their industry, sharing relevant insights. In influencer branding, a more authentic and trusted voice is used to reach audiences.

When combined with other approaches such as utilizing artificial intelligence for data analysis, using virtual technology to create compelling stories, and developing highly customized campaigns, tech companies can create PR strategies that go beyond basic principles.

This article examines how these methods can enhance brands, foster relationships, and drive market differentiation in today's world.

1. The Role of PR in the Tech Industry

Public Relations (PR) reduces the company's vulnerability amongst rivals in a technologically saturated environment because it offers direction to the company. In today's constantly advancing society, tech brands must have more than a product on their hands: they require creating worth and creating relationships with customers. PR tools make it possible for technology firms to convey value proposition appropriately, so that the consumers feel satisfied both logically and emotionally. Thus, by presenting extraordinary yet credible and easily comparable insights and aligning PR efforts in a clear and transparent way, PR contributes to establishing the role of a reputable expert. Such trust is crucial for customer acquisition, investment attraction, and partnership formation, helping to reach new levels in the conditions of the tough tech market competition. (Cairns & Kings, 2020)^[1]



2. Influencer Branding

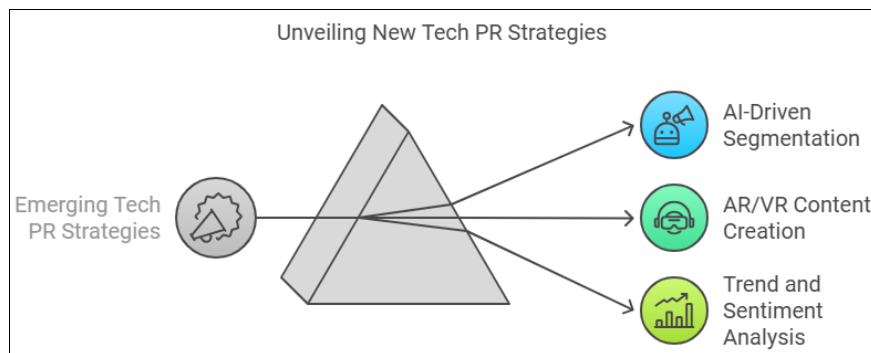
Influencer branding is now recognized as an effective way for tech companies to reach targeted audiences. By working with influencers who have large followings, brands can tap into niches that are harder to reach through traditional PR. As such, these people are influencers in society and, therefore, their word carries a lot of persuasion particularly to the tech brand that they are endorsing. (Jenkins & Batchelor, 2020)^[4]

Selecting the ideal influencer for a marketing campaign is very important. Influencers should embody values that align with the company's brand, and their followers should match the target technological market. For example, a tech brand promoting sustainable products in their line will target environment-friendly influencers, while a company developing software will target technology gurus or analysts. As research suggests, social media platforms like Twitter (now X), which host a wide range of influencers, are more than just about the number of followers; interaction and uniqueness are more important values than the sheer number of people following a specific account. The right influencer can help convey this message to potential clients and raise awareness of the brand's name and existence.

(Gambetta, 2022; Hwang & Park, 2021)^[3]

New Directions for Technology Public Relations

There are emerging techniques for tech PR that are changing how brands and their audiences interact with each other, as well as evaluating success. One of them is to produce segmentation based on AI, big data techniques and other tools to develop individualized campaigns. Through the study of customers' buying patterns and trends, AI makes it easier to communicate to niches that are most likely to respond well to products and services. This level of personalization ensures that the audience has better relations with companies in the technology sector and gets content most relevant to them (Kapoor & Jain, 2020)^[5]. Another emerging approach is to produce content that is interesting with the help of such technologies as AR and VR. These technologies facilitate engaging and permissive branding experiences that audiences cannot be guaranteed to find in other media. For instance, technology firms can use holograms to present products that would otherwise require demonstrations to prospective buyers, or design other AR tools that can explain intricate details of a product's usage to consumers.



AI is also used in the identification and analysis of trends, or more narrowly, sentiment analysis. The AI tools can use some of the available social media and news platforms to gain insights of society's trends and general perception. This real-time information is really useful to change the mode of operation of the PR strategy to cater to a newly found or potential threats in market brands. (Vargo & Lusch, 2021; McCracken, 2019)^[8, 10]

3. Defining PR Success in the Technology Sector and Synergizing PR Goals and Objectives

It is crucial to determine the outcome of PR campaigns, because this data shows how successful specific campaigns have been. Other important indicators that provide insight into the audience's level of interest include reach, the quantity and quality of reactions, and other activity metrics, as well as overall sentiment. Impressions refer to when the assigned message is made visible to people, offering insight into the campaign's visibility. All these activities define the engagement level, including the number of likes, comments, shares, click-through rates, or other actions that indicate how appealing the message was. Sentiment analysis identifies the emotional stance of the conversations people have about the campaign, enabling the identification of whether the audience is positively disposed, neutral, or negatively oriented toward the campaign (Kapoor & Jain, 2020; Kotler & Armstrong, 2021)^[5, 7]. For PR to be in sync with company objectives, such metrics must now relate to

business outcomes. For example, if the objectives of a tech firm are to raise brand identity, the emphasis could be on obtaining the greatest viewership. In cases where the aim is to increase market share sales or subscription, then the emphasis shifts to involvement and attitude. By keeping tabs on such metrics and using them to alter strategies, PR teams can be in a position to do their part of the job in enabling a firm's success.

Conclusion

Finally, we can conclude that strategic public relations in the tech industry is a key enabler of relationship building, opinion formation, and brand creation. In a competitive tech market environment, PR strategies must be unique and fresh to capture the target audience's attention and engagement. Continued innovation in technologies such as artificial intelligence, augmented reality, and virtual reality ensures that tech brands develop unique and innovative campaigns that resonate with their clients. By strategically aligning PR with business goals and continuously evaluating outcomes, PR drives sustainable business development. Thus, being a flexible discipline, tech PR can transform challenges into advantages, allowing brands to remain both significant and effective in the age of digitalization.

Acknowledgements

I would like to thank all the researchers and experts whose works have contributed to this article. The insights in the

areas of PR and Advertising presented in this paper are thanks to Cairns & King (2020) ^[1], Gambetti (2022) ^[2], Hwang & Park (2021) ^[3], and others whose research enabled the formation of this work by shedding light on various PR strategies, influencer marketing, the incorporation of AI into the tech industry, and related areas. Additionally, I would like to acknowledge the ongoing development of technologies that enable such creative and effective PR strategies and tactics, as well as the progressive global trends shaping the future IT environment.

Reference

1. Cairns S, King J. Strategic public relations for the technology industry. *J Commun Manag*,2020;24(3):145–160.
2. Gambetti R. Influencer marketing in the technology sector: Growth of brands through the account of authenticity. *J Mark Res*,2022;18(3):213–230.
3. Hwang J, Park M. Effect of influencer marketing on customer decisions in technology sectors. *J Dig Mark*,2021;9(2):56–72.
4. Jenkins S, Batchelor K. Social media and tech PR: 3: Influencer marketing: How to leverage the positive impact and avoid the negative one. *PR News*,2020;34(5):78–85.
5. Kapoor S, Jain P. Incorporating artificial intelligence in public relations: The technology industry possibility. *Int J Public Relat*,2020;15(4):351–370.
6. Keller KL. Strategic brand management: Building, measuring, and managing brand equity. 4th ed. Chichester and New York: John Wiley and Sons Ltd, 2021.
7. Kotler P, Armstrong G. Principles of marketing. 18th ed. Pearson, 2021.
8. McCracken G. Tech public relations: Strategies for success. *J Technol Commun*,2019;22(4):112–130.
9. Ryan D, Jones P. Marketing in the digital era: Intro to tech PR & the role of AI. *J Dig Mark*,2020;6(3):230–244.
10. Vargo SL, Lusch RF. Service-dominant logic: PR and its roots in the context of digital age. *J Public Relat Res*,2021;33(1):7–23.