



Roadmap to Use PR to Increase Company Valuation



There's a reason why most ebooks have pretty graphic designs.

It's usually because they don't actually provide much value.

But if it's a multicolor PDF, it must be valuable, right?

I'm leaving this as a plain document. No bells or whistles. That's because the information here is curated from 20+ years of PR experience working with startups of all sizes.

Make no mistake. PR can absolutely, unequivocally increase the valuation of a company.

One of my clients printed out all the media articles we secured for them over three years, put it in a binder and took it with him to show potential investors during roadshows.

He ended up closing a Series C for \$133m. True story.

So without further ado, here's your roadmap on how to use public relations to increase your company valuation.

First things first. How can PR help increase valuation?

Put yourself in the shoes of a potential investor.

Their goal is to decide which company is worthy of allocating their money to.

How do they decide?

Pitch decks, yes. Talking to the founders, yes, Proof of product-market fit, yes.

Let's assume the majority of startups have all this.

In the absence of information, how else can they decide between a few finalists who to choose?

Well, as it often is with consumers, it comes down to social proof.

Social proof is a signal that there is validation for your choice because of social acceptance.

In the world of PR, that social proof comes in the form of media coverage.

All things being equal, which startup do you think will get the funding?

The startup that has zero press, or the one that has logos of Techcrunch, Forbes and other well-known media properties?

The answer is pretty obvious.

Therefore, step one is: check the first page of Google for your brand name.



After all, this is what a prospective investor will do.

See what comes up.

Are there any press articles written about you?

Or is it all the usual empty results like social media accounts, or some directory?

With PR, you can make sure the first page of Google has interviews, features, Q&As, media mentions and other press goodness to dazzle investors through social proof.

But doesn't that take time?

Yes, which is why step 2 should be done right away: issue frequent press releases.

Recently the press release has gotten a bad rap, with some good reason.

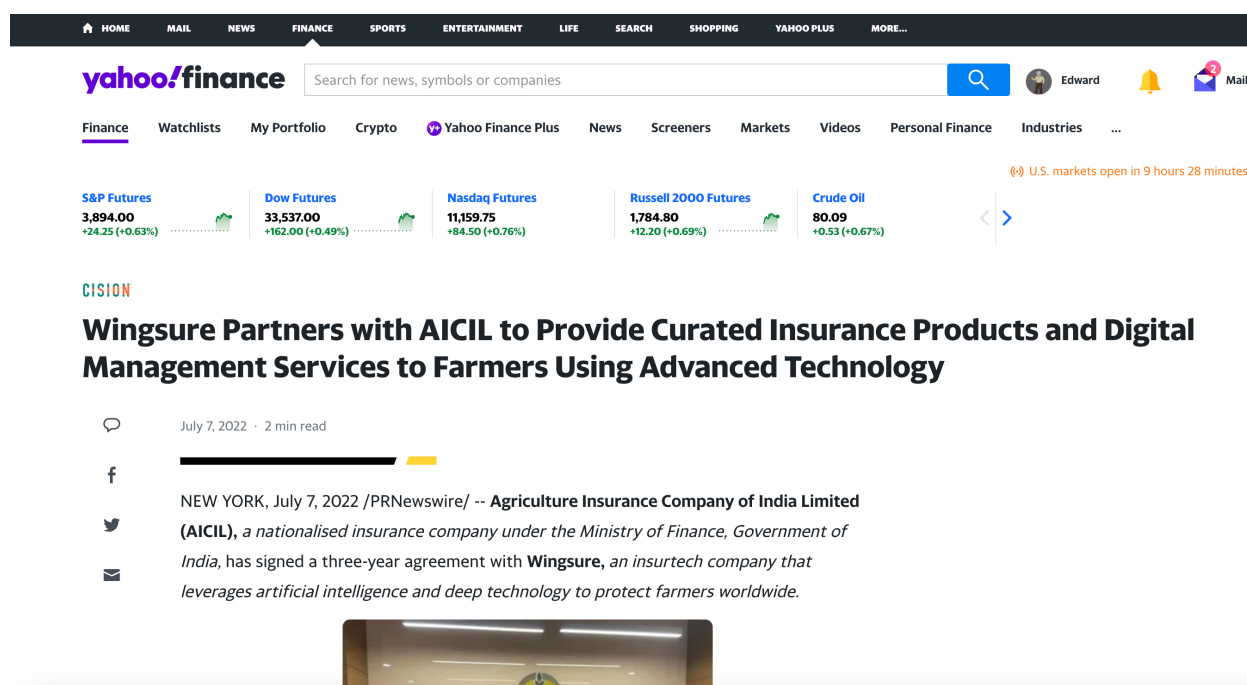
That's because SEO people have used and abused the press release in the mistaken notion that it can help with link building or other nonsense.

The press release is just a tool, nothing more, nothing less.

Here, the tool is to provide regular official update that “things are happening”.

Releases can be issued for anything that is material to the company: new clients, new investors, partnerships, speaking opportunities, key executive hires.

Since press releases that are issued on credible wire services (please, avoid the junky cheap ones) get automatically syndicated on sites such as Yahoo! Finance or Associated Press, they provide an official history of a company over time.



The screenshot shows the Yahoo Finance homepage. At the top is a navigation bar with links to HOME, MAIL, NEWS, FINANCE, SPORTS, ENTERTAINMENT, LIFE, SEARCH, SHOPPING, YAHOO PLUS, and MORE... Below this is the 'yahoo!finance' logo and a search bar. A secondary navigation bar includes links to Finance, Watchlists, My Portfolio, Crypto, Yahoo Finance Plus, News, Screeners, Markets, Videos, Personal Finance, Industries, and more. A section displays market futures: S&P Futures (3,894.00, +24.25), Dow Futures (33,537.00, +162.00), Nasdaq Futures (11,159.75, +84.50), Russell 2000 Futures (1,784.80, +12.20), and Crude Oil (80.09, +0.53). Below this, a news article titled 'Wingsure Partners with AICIL to Provide Curated Insurance Products and Digital Management Services to Farmers Using Advanced Technology' is featured. The article is dated July 7, 2022, and is 2 minutes read. It mentions that Agriculture Insurance Company of India Limited (AICIL) has signed a three-year agreement with Wingsure, an insurtech company that leverages artificial intelligence and deep technology to protect farmers worldwide. A small image of a person is visible at the bottom of the article snippet.

How often? Don't write a press release for the sake of writing one, but don't go long periods of time without one. One every month or two is a good cadence to shoot for.

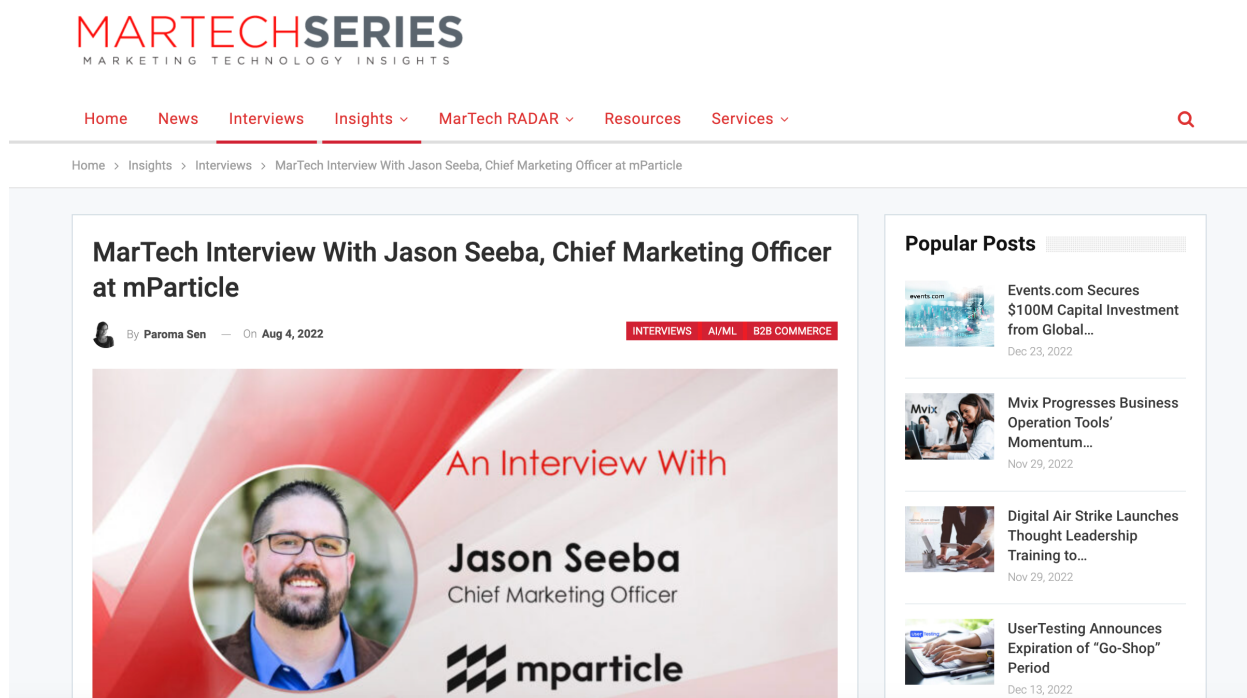
Step 3: go to where your prospects are.

Every startup wants to be on the cover of the New York Times or Wall Street Journal.

Besides being highly unlikely, is that really where your prospects get their news from?

If your company is in healthcare, or real estate, or logistics, or manufacturing, or retail, wouldn't it stand to reason that the key decision makers and investors are instead reading trade publications?

A solid, well-researched interview featured in a trade publication can do wonders.



Same with an industry podcast interview, versus say an appearance on Good Morning America.

Quality over quantity, basically.

Step 4: keep Crunchbase updated.

Crunchbase is the de facto online repository of all startup companies, especially tech.

Besides having information on fundraising, there's a News and Events section.

Get access to it, and always add any press release or media mention.

Over time, you will have a big, beautiful list of news.



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Findability Sciences

Summary Financials People Technology **Signals & News**

Recent News & Activity

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News • Jun 7, 2022

Business Wire India — Findability Sciences Launches ERP-Max, an AI Micro Product That Helps Enterprises Maximize ERP Data

News • May 2, 2022

PR Newswire — Findability Sciences Named Microenterprise Business of the Year

News • Apr 15, 2022

ETtech.com — Findability Sciences looks to ramp up presence in India, invest in statistics and computer programming talent

News • Feb 2, 2022

AIthority — Findability Sciences Launches Findability.Inside to Help Traditional Enterprises Quickly Become AI-Powered

News • Oct 7, 2021

PRLog — Leadership Update: Findability Sciences welcomes new Global Head of Sales, Shailendra Mandrawadkar

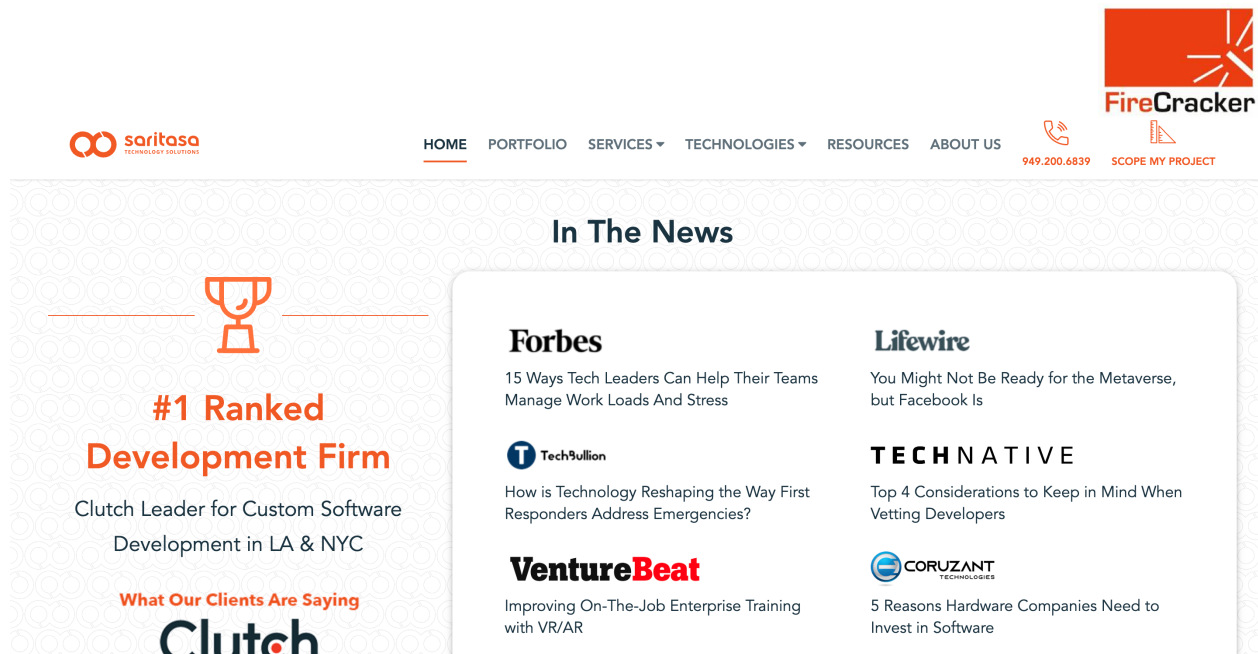
And don't think that doesn't matter to prospective investors.

Step 5: add media outlet logos on homepage.

Yes, it's sometimes referred to as "logo porn" for a reason.

But so many brands do it because it works. Again: social proof.

"As Seen In..." can be one of the most powerful social proofs around.



It also goes without saying to add all the articles you're getting on a "Press" page.

Best to create separate pages, one for official press releases, the other for news coverage.

Step 6: post all media coverage on social media accounts.

You landed a coveted feature article in Venturebeat that did a solid job covering a key product launch. Congratulations!

Now promote the heck out of it.

Post it on all your company social media accounts: LinkedIn, Twitter, Facebook...in that order.

**Shield AI**

16,166 followers

1w • 🌐

"The greatest victory requires no war, which is why investments in deterrence technology like AI pilots for defense are so crucial."

[...see more](#)

Shield AI raises another \$60M at a \$2.3B valuation for its military autonomous flying tech

techcrunch.com • 5 min read



Kristen Hoff and 232 others

5 comments • 15 reposts

Then have all your employees Like the post and Reshare to maximize visibility.

Especially when it comes to LinkedIn, you just never know which GP at a VC will see the article and fire off some emails to their underlings.

Step 7: create a Wikipedia page (after getting 6 to 8 articles).



IMPORTANT: do not try and jump to this step without getting at least 6 to 8 unique media mentions.

Don't even think about it.

Reason: Wikipedia is constantly being scoured by editors with too much time on their hands and a quick trigger finger.

Should you dare to try and create a company page without the right amount of media coverage to cite, you'll get hit with the Hammer faster than you can say "banned".

In this case, the hammer is being "flagged for deletion".

When it comes to Wikipedia, a few strikes and you are out. Bye bye. Kiss your dreams of a page goodnight forever.

You cannot use press releases.

You cannot use articles that are reprints of press releases.

You cannot even use genuine media articles unless they establish "notability".

This topic is too complex for the limited space here, but just don't do it.

Seek an experienced Wikipedia consultant.

The screenshot shows the Wikipedia page for "Grupo Vidanta". The page includes a sidebar with navigation links, a main content area with a table of contents and a brief description of the company, and a right-hand sidebar with detailed company information.

Grupo Vidanta

From Wikipedia, the free encyclopedia

Grupo Vidanta is a Mexican conglomerate involved in design, construction, financing, and operation and maintenance of hotels, resorts, cruises, and associated infrastructure. It also owns and operates the [Mar de Cortés International Airport](#). Grupo Vidanta was founded by [Daniel Chávez Morán](#) in 1974 and is headquartered in [Nuevo Vallarta, Mexico](#). The group has 25,000 employees and an estimated annual revenue of US\$750 million (FY 2015).

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History [edit]

Grupo Vidanta was founded by [Daniel Chávez Morán](#) in 1974. It was registered as a company that is involved in design, construction, financing, operation and

Grupo Vidanta

Type	Mexican conglomerate
Industry	Real estate, resorts, golf courses, cruises
Founded	1974
Founder	Daniel Chávez Morán
Headquarters	Nuevo Vallarta, Mexico
Area served	Mexico
Key people	Michel Beuffe (CEO) Ivan Chavez (Executive Vice President)
Services	Design, construction, financing, operation of hotels
Revenue	US\$750 million (FY 2015)
Number of employees	17,000
Subsidiaries	Vida Vacations VidantaWorld

Steps all done?



Congratulations, there's almost no way your company's valuation won't go up. The best part is, all this can be done yourself.

The better part of the bestest part (?) is, if you don't have the time or energy to do it yourself, there are plenty of savvy PR agencies who specialize in this.

[Firecracker PR](#) has been doing just this very thing for two decades.

Remember that client I mentioned in the intro who raised \$133m? Here's the details:

The client was a startup called Beyond Limits. They are an AI startup spun off from NASA's JPL. When they hired us, they had just closed their Series B for \$20m. In the span of 3 years, we secured for them 152 pieces of media coverage in outlets such as Wall Street Journal, Financial Times, ZDNet, Forbes, Fortune, PCMag and many others. In large part because of this, they closed a Series C for \$133m in November of 2020.

Questions? Let's talk. Contact us and let's figure out a plan to help you get that sweet, sweet valuation: <https://www.firecrackerpr.com/>