

Lighthouse teleconference

10 lessons AR needs to learn from 2011

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- **Why these lessons?**
 - Most read articles in 2011 on AnalystEquity.com
 - Shows what AR people are searching for
 - Mostly written in 2011
 - » But earlier articles on measurement are heavily read
- **Why Duncan Chapple?**
 - Managing Director, Lighthouse AR
 - Former Ovum analyst
 - Co-author *Industry Analyst Relations*
 - Blogger with IIAR and Analyst Equity

Welcome to the call!

- Please mute your telephone
- If you have questions, just email them to duncanchapple@lighthousear.com
- Don't worry if you don't have the slides
- Follow-up
 - We'll email out slides and answer questions
 - We'll post the audio, if the quality is okay
- In 2012
 - Monthly seminar series co-sponsored with partners
 - 4th Wednesdays

The most pressing questions

- How has recession changed analyst influence?
 - Why are the changes at Yankee Group a sign of the shift in the analyst market as a whole?
 - How are mergers, acquisitions, affiliate schemes and reorganisations accelerating the pace of change?
 - Which analyst firms really drive sales?
 - What's the best way for AR to relate to influencer relations?
 - What strategies best help AR to integrate into marketing as a whole?
 - How can vendors use analysts and their research to drive sales?
 - What methods for measuring and evaluating analyst relations are most effective?
 - Which approach to training, coaching and developing AR teams is best?
- ...and one from Lighthouse...*
- What's the one single thing AR needs to do differently in 2012?

How has recession changed analyst influence?

- The crisis is good for analysts
 - Gartner, Forrester, Ovum are all getting stronger
- A new second tier of firms: PAC, Canalys etc
 - Developing their end-user base to get leverage with vendors
- Firms go niche to reflect vendors go-to-market plans

Further reading: <http://www.analystequity.com/1590>
<http://www.analystequity.com/1540>
<http://www.analystequity.com/1049>

Why are the changes at Yankee Group a sign of the shift in the analyst market as a whole?

- What happened?
 - From a full-service firm into a niche player
 - From a consulting firm into a data-driven firm
 - From forward-looking opinion to data analysis
 - Faster, simpler, milking the data assets
 - Revenue growth based on easier sales
 - More emphasis on recurrent & product sales

Further reading: <http://www.analystequity.com/1547>

How are mergers, acquisitions, affiliate schemes and reorganisations accelerating change?

- Huge growth in M&A
 - Boost non-USD revenue
 - Long term \$ decline forces firms to internationalise
 - Huge economies of scale
 - 'Learning curve' in sales and marketing
 - Expand coverage and kill competitors
- Affiliate networks

Further reading: <http://www.analystequity.com/1518>
<http://www.analystequity.com/1354>
<http://www.analystequity.com/1319>
<http://www.analystequity.com/1576>

Which analyst firms really drive sales?

- Service levels reflect *client & channel* impact
- 80:20 and 20:80
 - 80% of the effort goes into 20% of the analysts
 - Impact of IIAR, AIM, Apollo, “Power 100”
 - 20% of the analysts goes into 80% of the analysts
 - 4 units of effort for top analysts
 - .25 units of effort for other analysts
 - 16 times easier to move the long tail

Further reading: <http://www.analystequity.com/1344>
<http://www.analystequity.com/1347>

What's the best way for AR to relate to influencer relations?

- Influencer relations can mean different things
 - » Influencers are folk in MarComms' 'white space'
 - » Influencers are third party sales advisors, etc.
- Key task is integration
 - “IDEAL” approach
- Key danger is the mistaken idea that non-analyst influencer are displacing analysts

Further reading: <http://www.analystequity.com/1010>
<http://www.analystequity.com/921>

What strategies best help AR to integrate into marketing as a whole?

- Product approach is dead: start with the clients as hero, solving customers' pain
- Marketing communications has to start with the brand story
 - Emotion in stories can really evoke the mind
- Messaging is more important because of social media and the diffusion of communication

Further reading: <http://www.analystequity.com/1610>
<http://www.analystequity.com/1585>

How can vendors use analysts and their research to drive sales?

- Always Be Closing

- In briefings, bridge back to the client story
- Encourage analysts to focus on end-user issues
- Take the focus off the supply-side issues

- Leverage the outputs of AR and marketing

- Endorsements, events, case studies
- Bring sympathetic analysts into your marketing

Further reading: <http://www.analystequity.com/1559>
<http://www.analystequity.com/1339>

What methods for measuring and evaluating analyst relations are most effective?

- If you don't know where you're going, any direction will do
 - But how will you know when you've got there?
- The folly of rewarding A, while hoping for B
 - Subjective or objective?
 - Surveys and benchmarks beat self-assessment

Further reading: <http://www.analystequity.com/62>
<http://www.analystequity.com/1333>
<http://www.analystequity.com/32>
<http://www.analystequity.com/1335>
<http://www.analystequity.com/63>

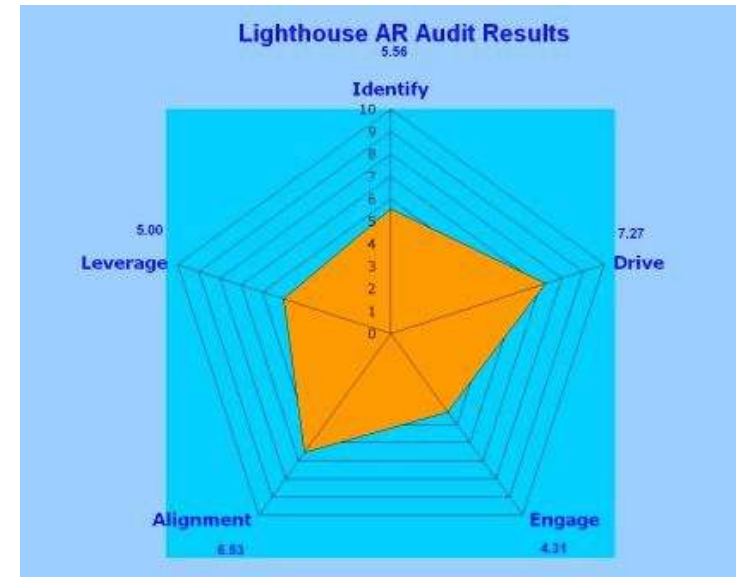
Which approach to training, coaching & developing AR teams is best?

- Systems approach: *Inputs * Process = Outputs*
- Main problem isn't knowledge, but process
 - “Banker” model of AR training is outdated
 - AR teams need organisational development to help focus on priorities, influencing and relationships
 - Spokespeople need mentors: permission to correct
 - AR managers need coaches: direction, focus, accountability and withstanding diversions

Further reading: <http://www.analystequity.com/1336>
<http://www.analystequity.com/1602>

What's the one single thing AR needs to do differently in 2012?

- Find, and widen, the bottleneck in your AR
 - Five key stages of AR process: Identify, Drive, Engage, Alignment & Leverage
 - Free Lighthouse IDEAL audit



Further reading: <http://www.analystequity.com/172>
<http://www.analystequity.com/187>
<http://www.analystequity.com/204>

Questions?

Feel free to email or call us with your
follow-up questions

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