

2025 EDITION

THE STATE OF

**B2B**

PUBLIC RELATIONS

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# INTRODUCTION

Public Relations (PR) has transformed significantly within the B2B landscape, shifting from a traditional marketing tactic into an essential tool that fuels business growth and Go-To-Market (GTM) success.

This report, produced collaboratively by Convey Communications and Demand Metric, explores the current state of B2B PR. It highlights significant variations in PR strategies and effectiveness, particularly when comparing organizations based on their revenue growth performance.

## **The analysis categorizes organizations into three segments based on their revenue growth in the last fiscal year:**

- **Growth leaders:** Organizations experiencing significant revenue growth between 26% and 50% or more.
- **Mid-Tier performers:** Organizations reporting moderate growth between 11% and 25%.
- **Growth laggards:** Organizations with limited to no growth, defined as revenue increases ranging from 0% to 10% or negative growth.

By closely examining the growth leaders and growth laggards segments, the report identifies PR best practices and strategic approaches that distinguish high-performing organizations. Drawing on insights from more than 300 B2B marketing leaders, this analysis offers strategies to leverage PR effectively, thereby enhancing revenue growth, competitive positioning, and sustained market advantage, especially within the software and technology sectors.

# KEY INSIGHTS



## Integrated PR Fuels Revenue Growth

Growth leaders are **2X more likely** than growth laggards to report that their PR team is fully integrated with marketing and sales teams.

**100%** of tech marketers who took the survey believe there is a benefit to PR being more integrated with sales and marketing, underscoring its strategic value in highly competitive tech markets.

## Evolution from Traditional to Strategic PR

Brand and reputation management (**61%**), media relations (**44%**), and thought leadership (**41%**) rank as the most effective tactics across the board, reinforcing the strategic importance of thought leadership as a foundational PR element.

## PR as a Strategic Imperative

**90%** of B2B marketers now classify PR as either “important” or “critical” to their GTM strategies.

This significant shift reflects a fundamental change from viewing PR merely as a supportive tactic to recognizing its strategic role in achieving core business objectives.

## ROI Challenges Persist

While **68%** of marketers successfully attribute PR efforts directly to revenue outcomes, nearly half continue to face difficulties clearly defining and communicating PR’s ROI.

## The State of Traditional PR

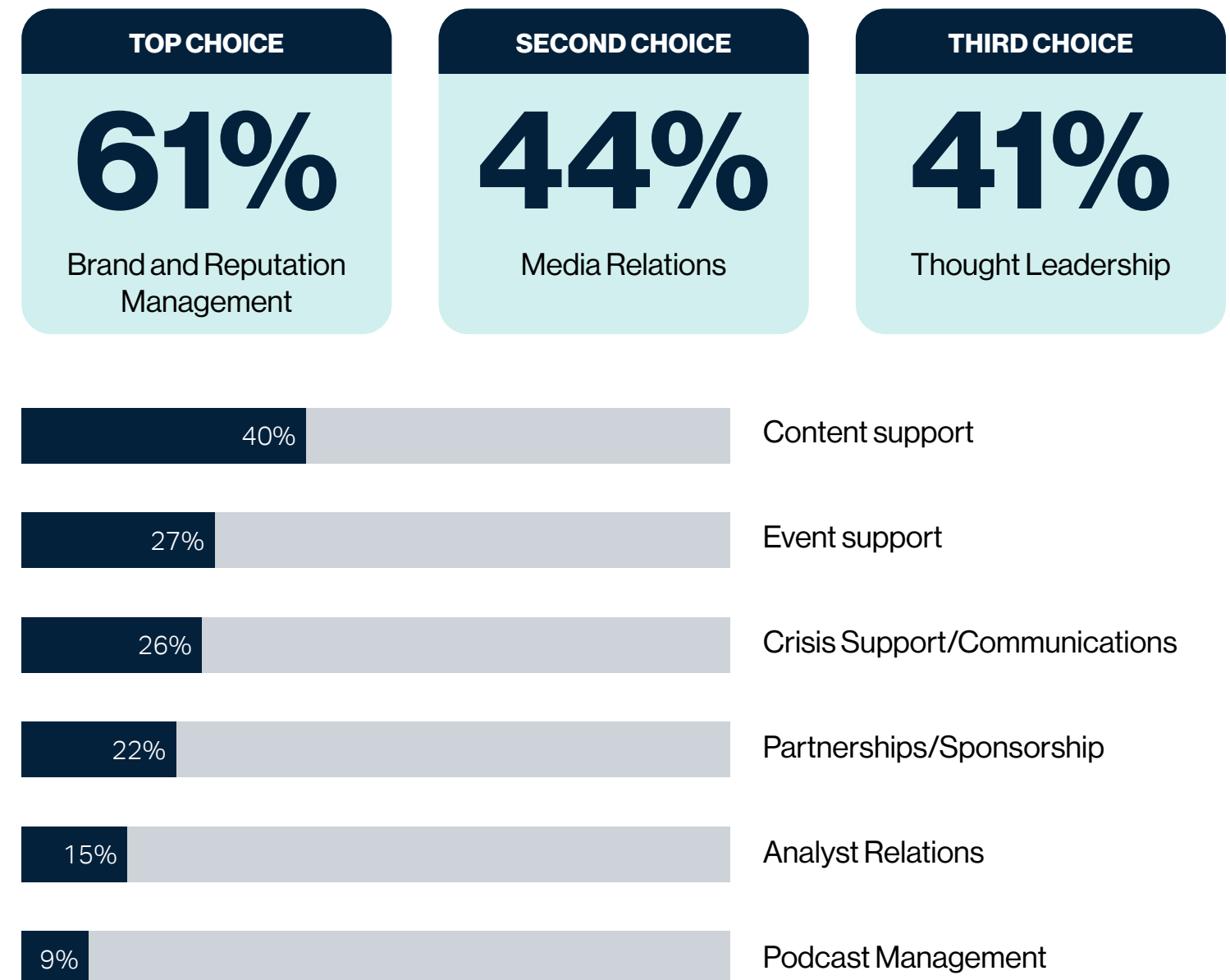
To better understand which tactics truly drive outcomes, this study asked marketers to identify the most effective PR strategies in use within their organizations.

The data clearly highlights the tactics considered most impactful:

- Brand and reputation management emerged as the most effective tactic, selected by 61% of respondents
- Media relations remains highly valued, cited by 44%
- Thought leadership was identified by 41% as an effective approach for establishing industry authority (Figure 1).

Figure 1

What do you believe are the most effective PR tactics in use at your organization?



## The State of Traditional PR

The modern definition of PR is broad and multifaceted, encompassing a variety of strategic initiatives, and this study found that the majority of organizations incorporate multiple elements into their PR programs (Figure 2).

Leading activities include media relations (69%), brand and reputation management (68%), content support (57%), and thought leadership (56%).

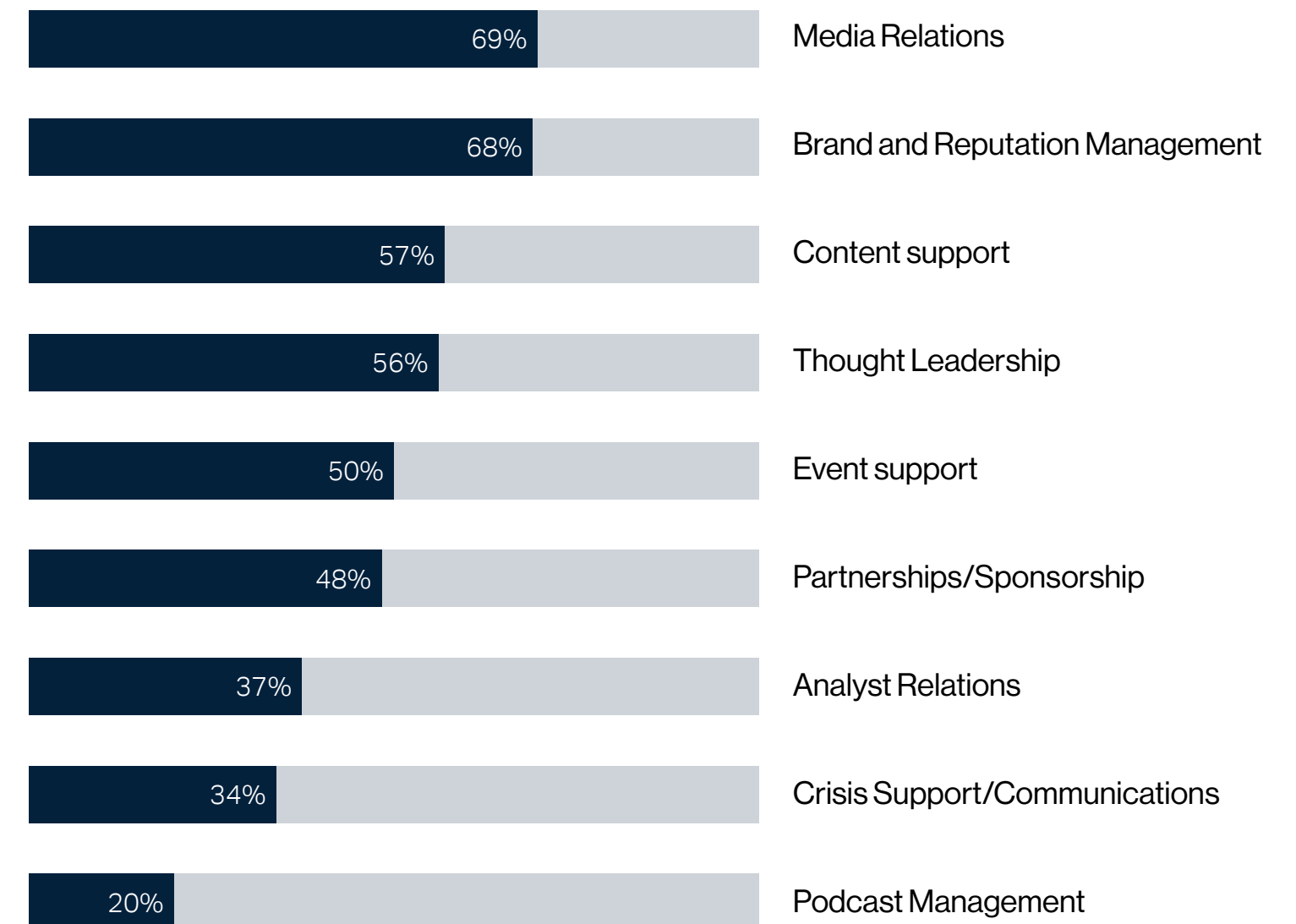
Other significant initiatives include event support (50%), partnerships/sponsorship (48%), analyst relations (37%), and crisis support/communications (34%).

This diversity underscores the expansive role PR now plays in driving business outcomes.

Software and tech marketers specifically leverage PR for thought leadership, content creation (76% respectively), and brand management (74%), recognizing the competitive necessity of authoritative market presence.

Figure 2

Which of the following initiatives do you include in your PR program?



## The State of Traditional PR

Traditional views of PR limited its role primarily to media relations.

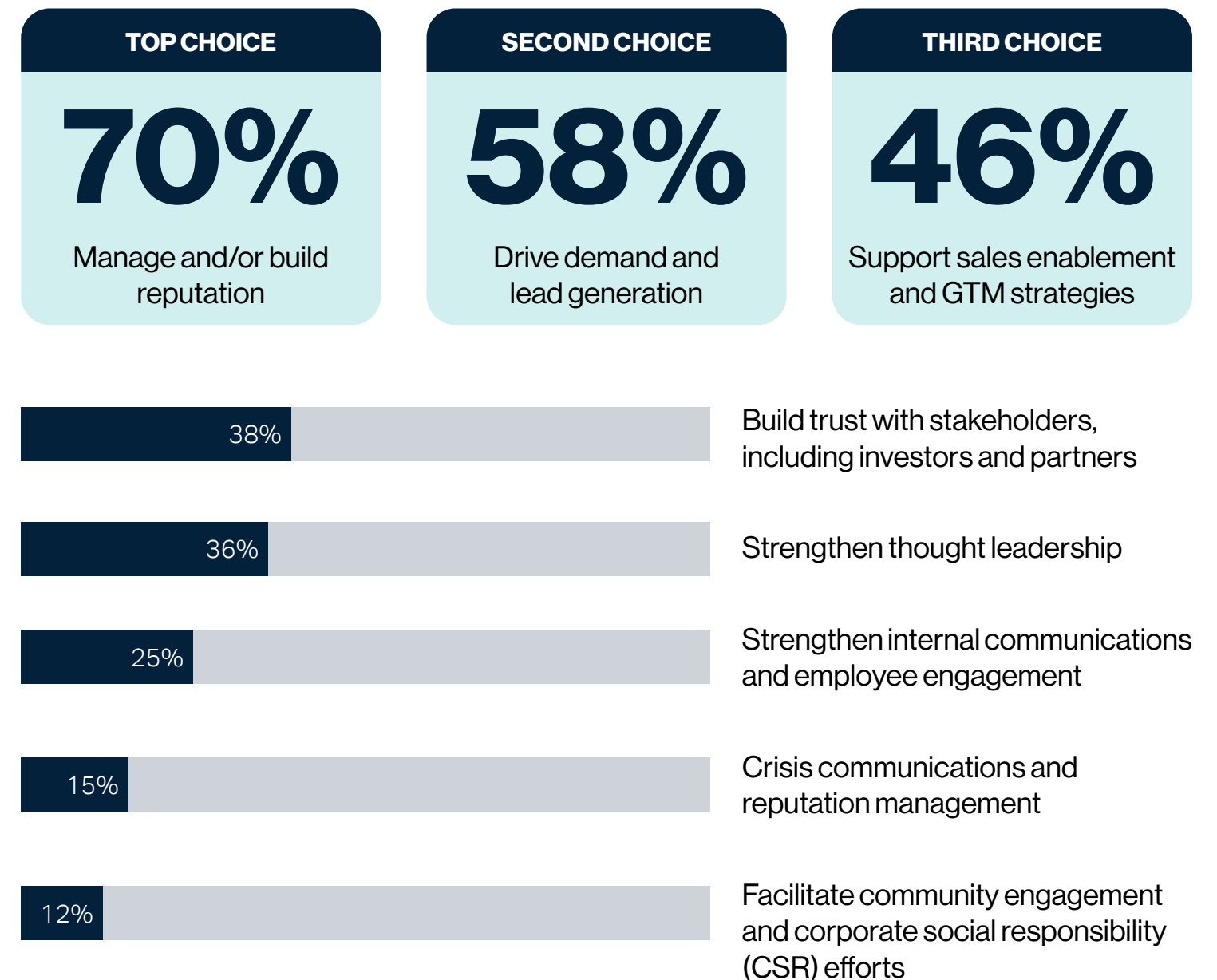
Today, PR serves as a crucial component within the broader strategic marketing mix, shaping brand narratives, generating demand, and supporting sales enablement.

This survey reveals that the primary objectives of marketers' PR strategies reflect this expanded scope (Figure 3).

- **70%** of marketers identify brand reputation management as a top priority, emphasizing its role in influencing market perceptions and building trust.
- **58%** highlight PR's effectiveness in driving demand and lead generation, directly impacting marketing pipeline performance.
- **46%** leverage PR to support sales enablement and GTM strategies, underscoring its integral role in aligning marketing efforts with broader business objectives.

Figure 3

In addition to brand awareness and media relations, what are the primary objectives of your PR strategy?



## The State of Traditional PR

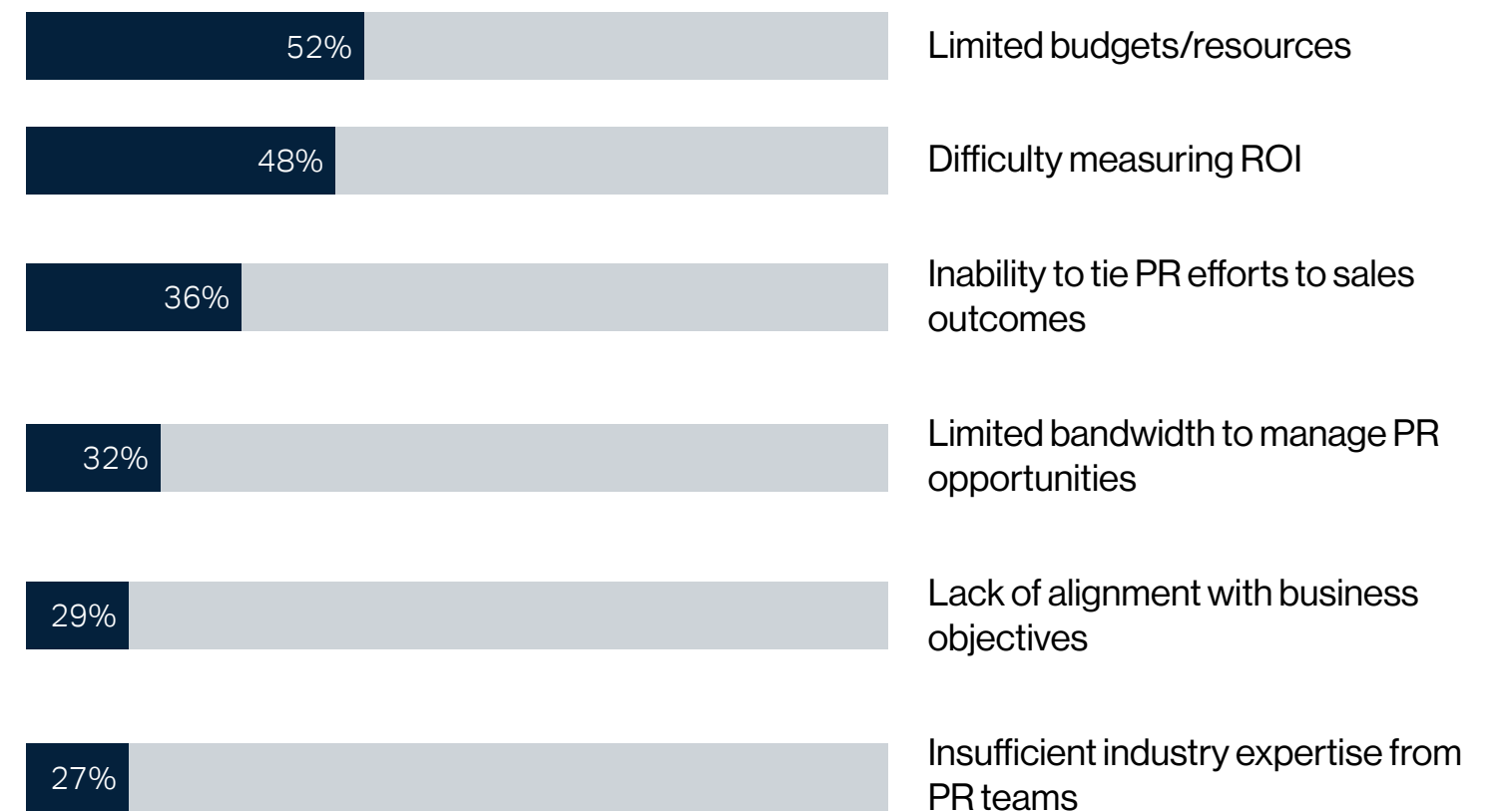
This study also explored the specific challenges marketers face in effectively leveraging PR to achieve their business goals. Understanding these challenges is vital, as strategic PR initiatives must directly address and overcome such hurdles to deliver results.

Among the most prominent challenges identified were limited budgets and constrained resources, affecting 52% of respondents. Difficulty measuring ROI was cited by 48% of marketers, and 36% report they struggle with tying PR efforts directly to sales outcomes (Figure 4).

Strategic PR partnerships can address these issues head-on, offering deep industry expertise, precise ROI measurement capabilities, and strategic alignment with core business objectives to overcome these common challenges effectively.

Figure 4

What are your biggest challenges leveraging PR to meet your business goals?



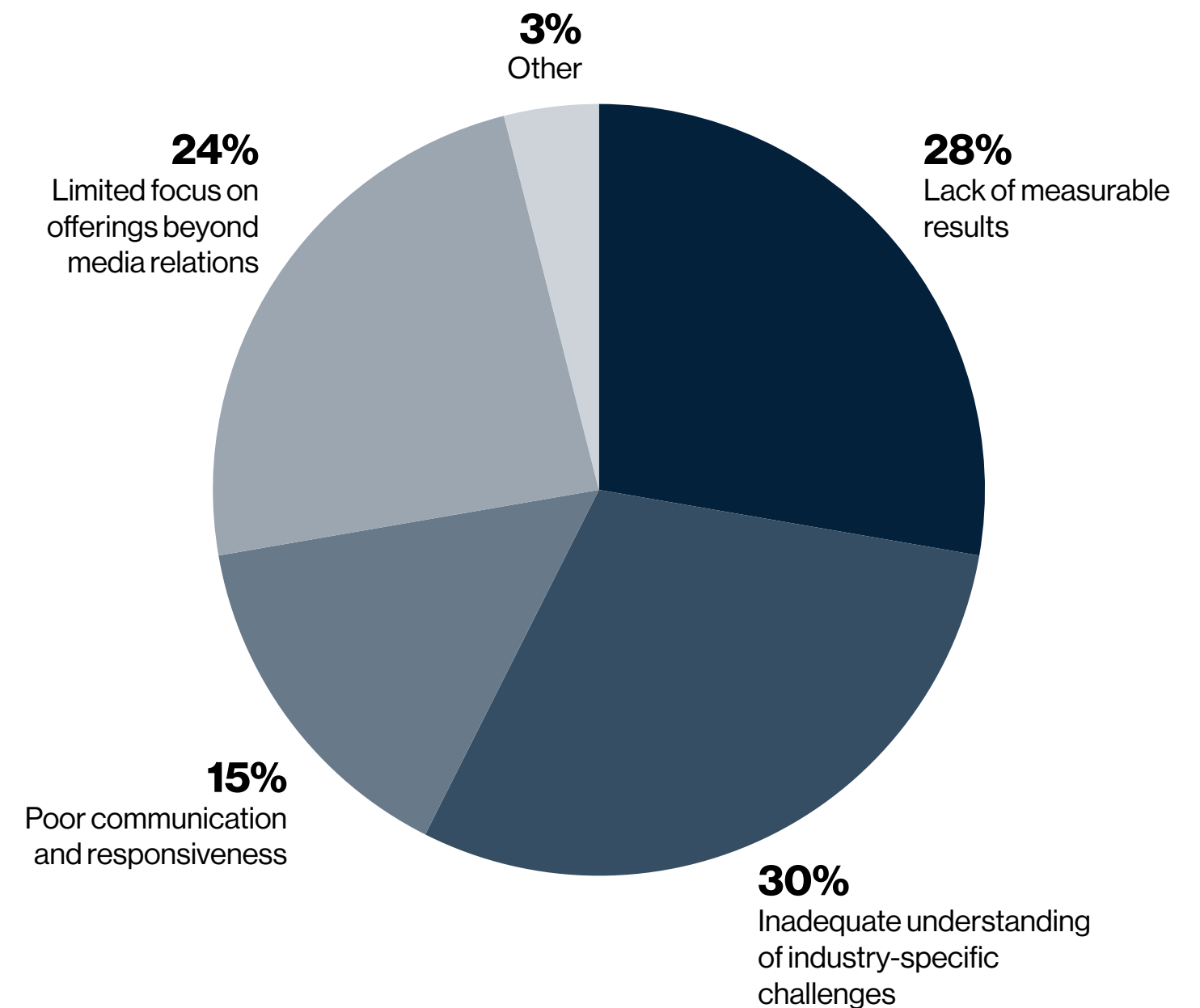
## The State of Traditional PR

The concept of traditional PR typically centers around media relations and reactive communication strategies, focusing primarily on publicity rather than measurable business outcomes.

This study sought to understand marketers' biggest frustrations with these traditional PR approaches. Respondents highlighted an inadequate understanding of industry-specific challenges (30%) and a lack of measurable results (28%) as their primary frustrations (Figure 5). Additionally, limited focus on offerings beyond media relations was cited by 24%, reflecting the restrictive nature of traditional PR strategies.

Figure 5

What has been your biggest frustration with traditional PR firms?



## Metrics Worth Measuring

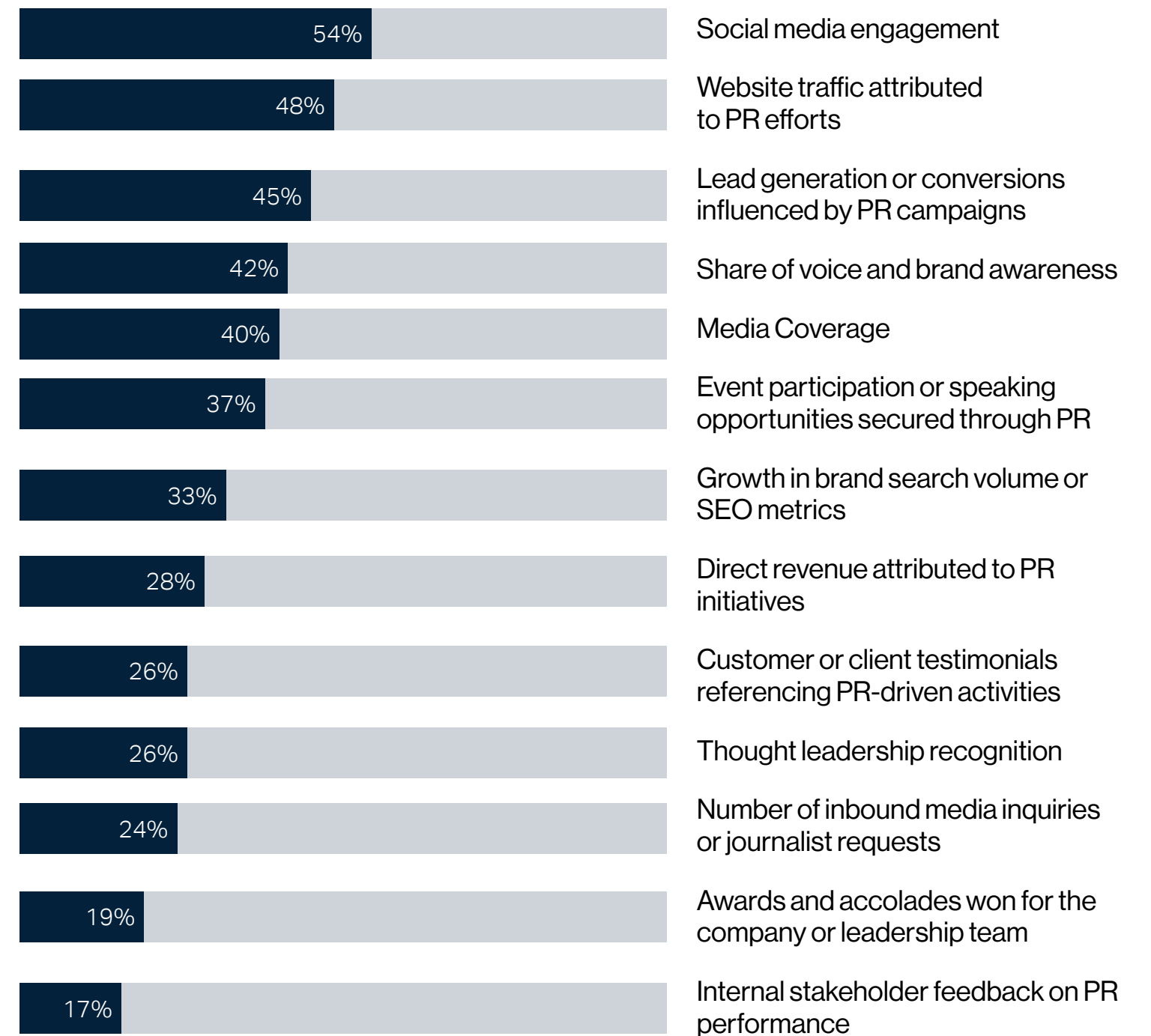
The wide variety of metrics reflects marketers' ongoing efforts to align PR more closely with measurable business outcomes.

While there isn't a universal measurement approach, signs of an outdated media-first model in today's B2B landscape include blaming agencies for insufficient insights and an inability to link PR efforts to business outcomes.

A strategic PR program addresses this by starting with the outcomes that matter most to the brand and then building customized metrics to track progress. Ideally, this measurement framework is co-created with the client, ensuring every data point supports broader business goals.

Figure 6

How do you measure the success of your PR initiatives?



## Solving the Measurement Problem

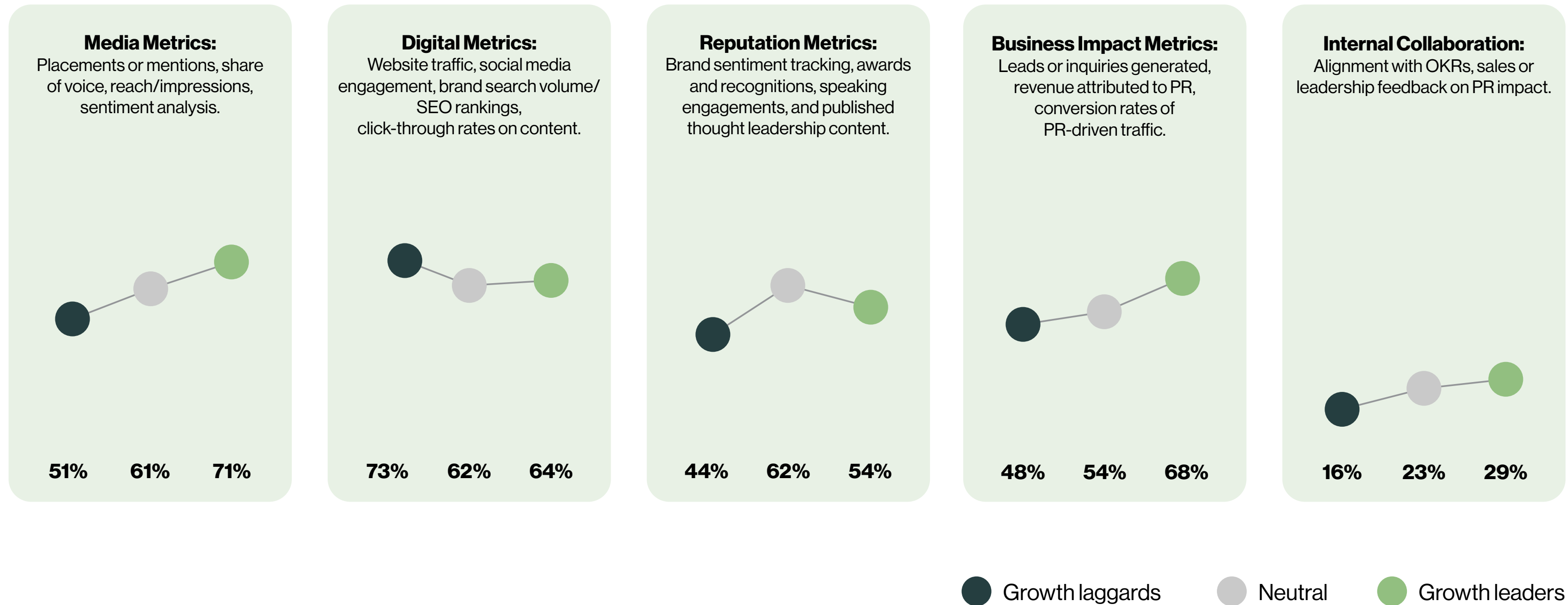
Growth leaders are far more likely than laggards to track “Business Impact Metrics” such as leads, revenue from PR, and conversion rates (**68% vs. 48%**). They also place greater emphasis on “Media Metrics” (**71% vs. 51%**), strategically using external channels to amplify their brand reach. While laggards tend to focus more narrowly on “Digital Metrics” (**73%**), primarily web and social engagement, growth leaders adopt a more balanced approach, integrating digital, media, reputation, and internal collaboration metrics.

This balanced and strategic approach highlights how growth leaders effectively utilize PR as a key driver of measurable business outcomes, distinguishing them from their less growth-oriented peers.



Figure 7

What types of metrics does your PR team report on regularly?



## Metrics Worth Measuring

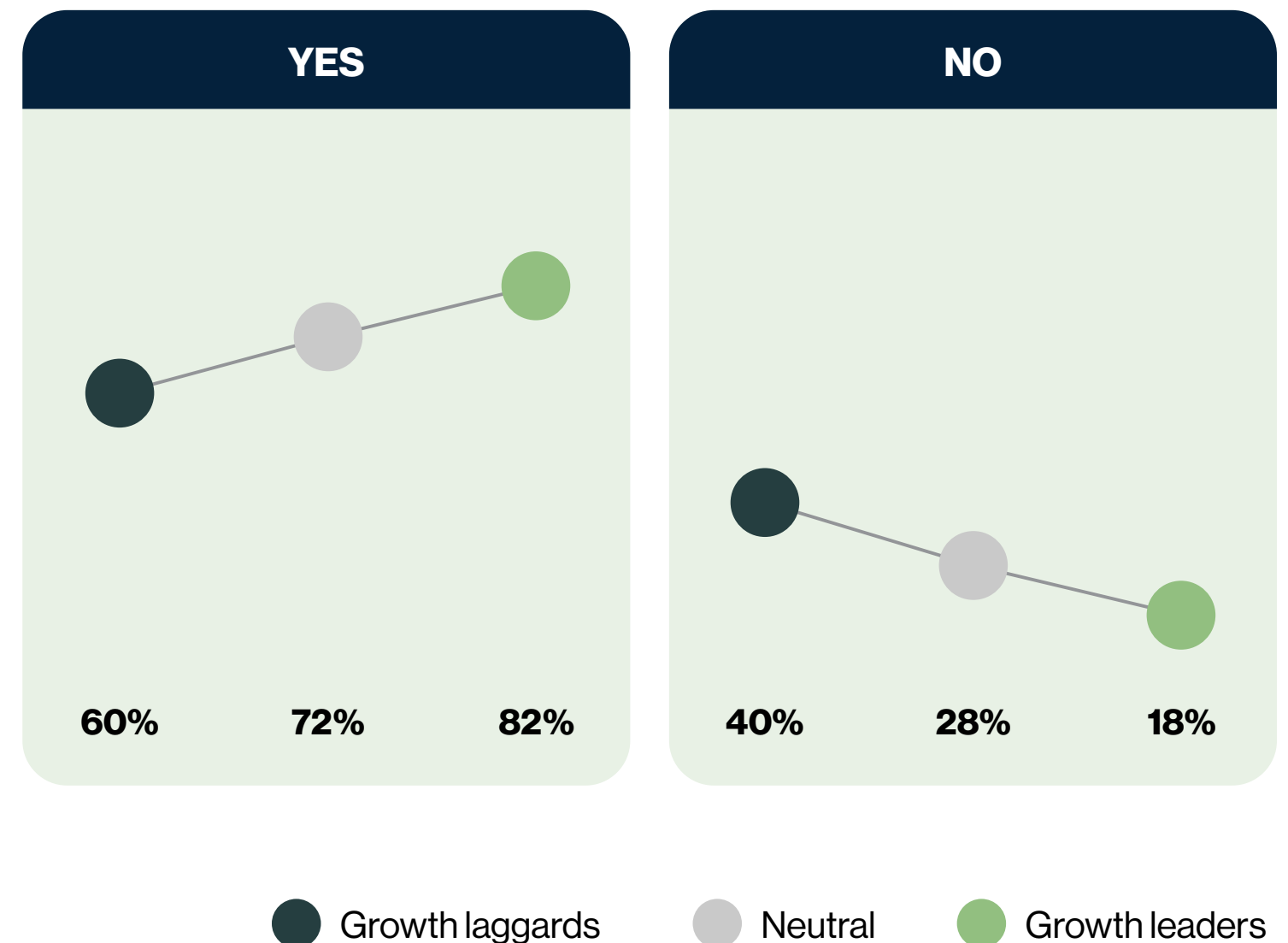
Growth leaders clearly distinguish themselves through their ability to connect PR initiatives directly to revenue and measurable business outcomes.

A notable 82% of growth leaders have successfully tied PR efforts to tangible revenue results, compared to only 60% of growth laggards (Figure 8).

**This disparity underscores a critical differentiator:** Growth leaders strategically leverage PR not just for awareness, but as a direct driver of business impact and revenue growth.

Figure 8

Have you been able to formally or informally tie PR initiatives to revenue or business outcomes directly?



## The Importance of Aligning PR with Sales + Marketing

The strategic alignment of PR with sales and marketing functions significantly enhances an organization's agility and overall effectiveness. Recognizing this critical integration, our study specifically explored marketers' perspectives on the value of more closely integrating PR within their GTM strategies.

**An overwhelming 90% of respondents affirmed the substantial benefit of stronger integration between PR, sales, and marketing, clearly indicating widespread recognition of PR's expanded role as a critical driver of business outcomes (Figure 9).**

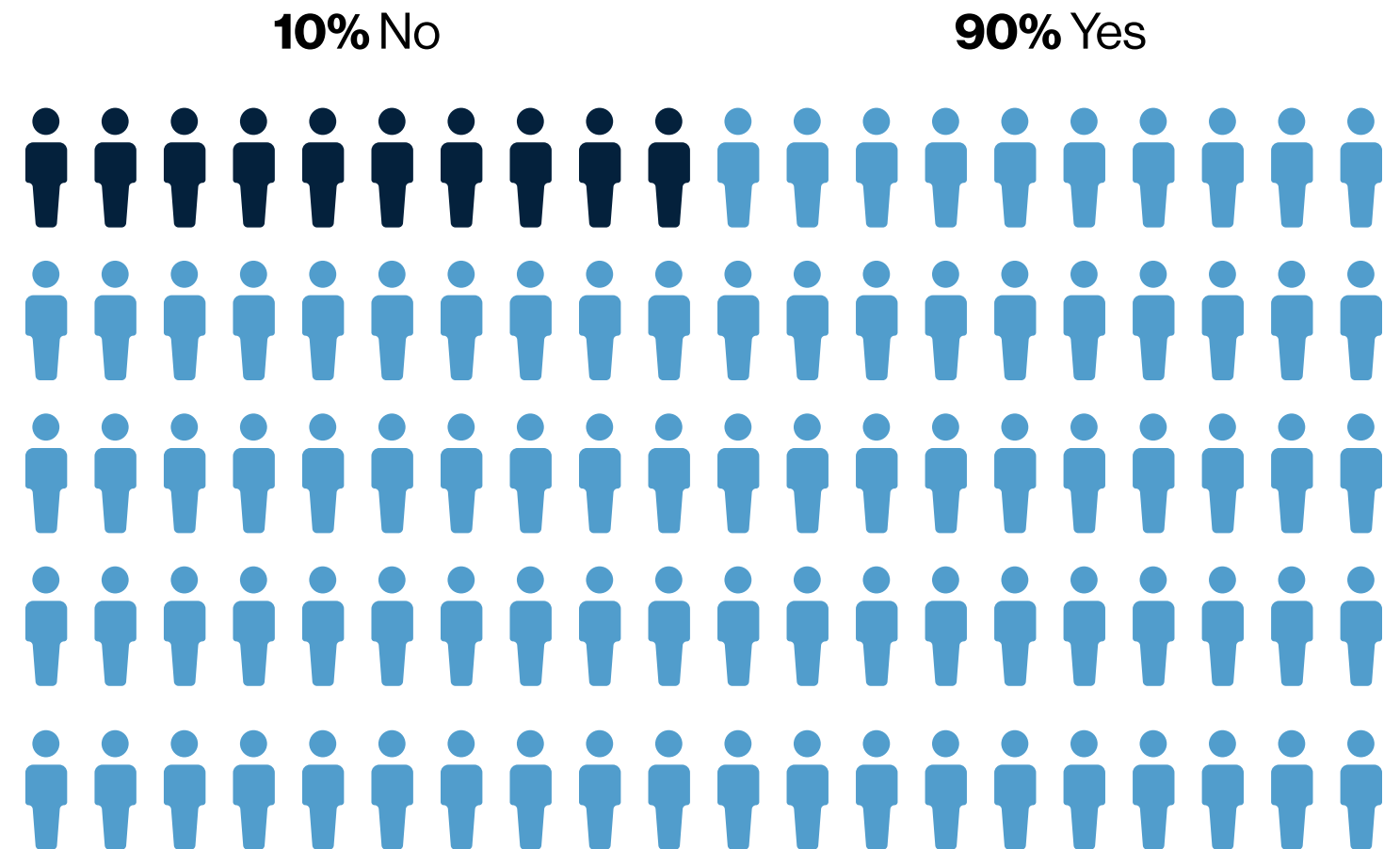
This near-unanimous acknowledgment highlights the shift from PR as an isolated tactic to a strategically aligned element central to achieving business objectives. Organizations increasingly understand that aligning PR closely with sales and marketing not only amplifies brand narratives but directly impacts lead generation, sales enablement, and overall revenue growth.

Growth leaders are more likely to have a central role in aligning PR with marketing and sales than laggards.

Software companies universally see this integration as foundational to their market effectiveness, validating the competitive advantage of strategic PR alignment.

Figure 9

Would you see a benefit to PR being more integrated with sales and marketing?



## The Importance of Aligning PR with Sales + Marketing

The extent of collaboration between PR, sales, and marketing teams further underscores the significant differences between growth leaders and growth laggards.

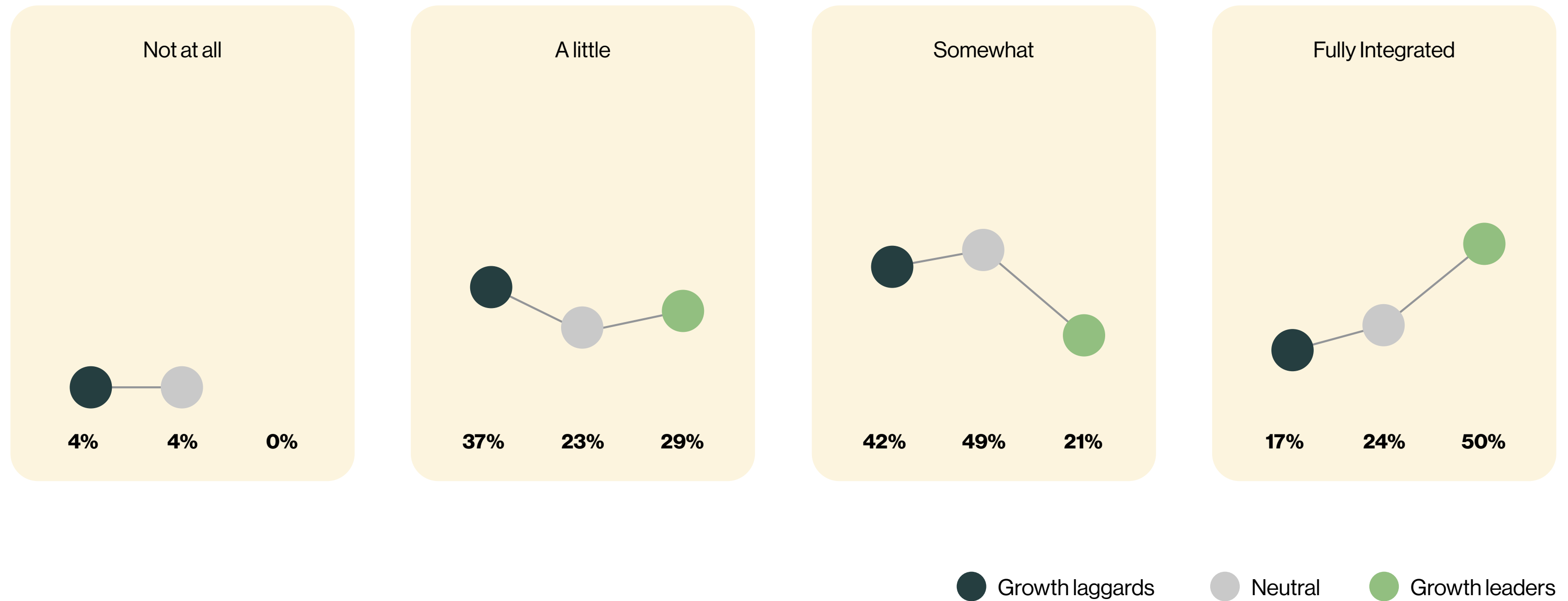
Among growth leaders, an impressive 50% report their PR teams are fully integrated with sales and marketing, compared to only 17% of growth laggards (Figure 10). Additionally, none of the growth leaders reported complete isolation of PR from these critical functions, while a small portion (4%) of growth laggards indicated no integration at all.

This stark contrast highlights how growth leaders strategically prioritize collaboration and alignment across these teams, leveraging PR as an essential component of a unified Go-To-Market strategy. Conversely, growth laggards' limited integration signifies missed opportunities for synergy, efficiency, and impact, reinforcing the importance of fully integrating PR into broader organizational strategies.



Figure 10

To what extent does your PR team collaborate with sales and marketing teams?



## The Importance of Aligning PR with Sales + Marketing

Alignment with the overall GTM strategy further emphasizes the strategic differentiation between growth leaders and growth laggards. More than half (54%) of growth leaders report their PR teams or agencies are fully integrated with their GTM strategy, compared to just 27% of growth laggards (Figure 11). Additionally, none of the growth leaders reported PR operating independently from GTM efforts, underscoring their strategic commitment to full alignment.

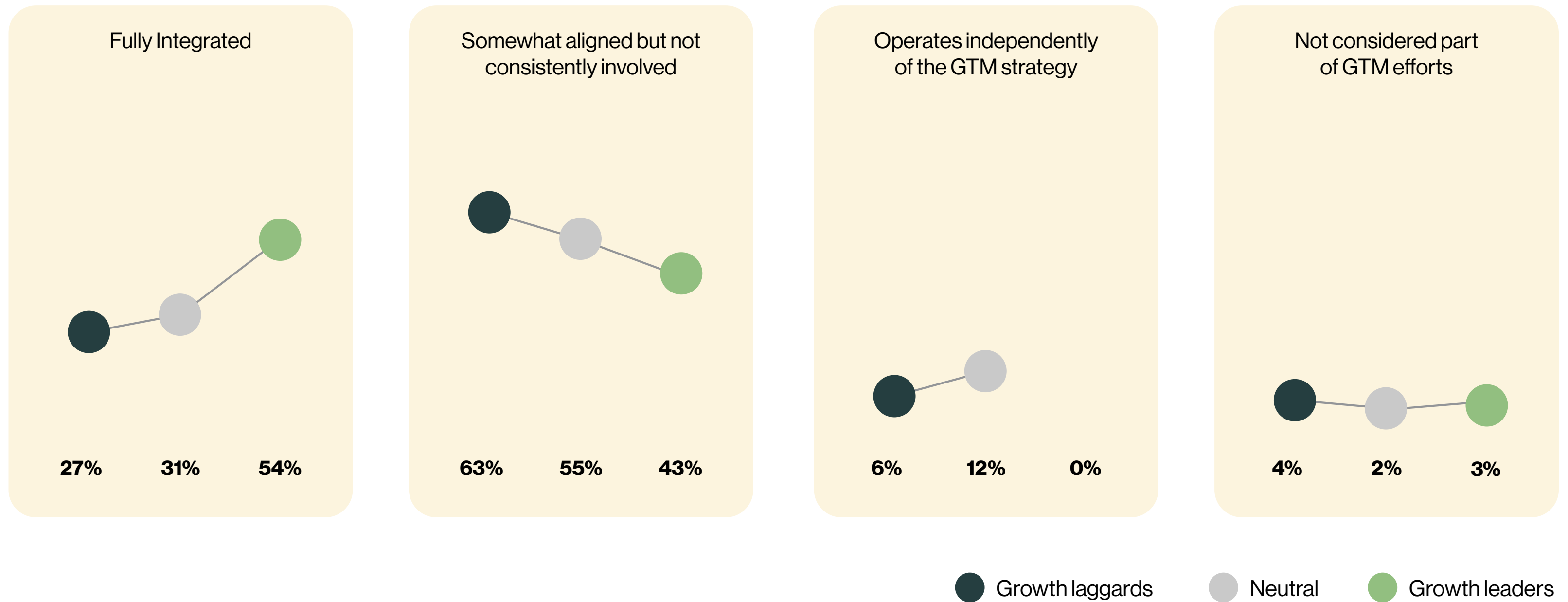
In contrast, nearly three-quarters (73%) of growth laggards describe their PR alignment as somewhat inconsistent, with only occasional involvement in GTM strategies, operating independently, or not part of GTM efforts at all. This partial alignment significantly limits their ability to leverage PR as a strategic tool for driving market success.

These findings reinforce that consistent and complete integration of PR within GTM initiatives is a hallmark of high-performing organizations.



Figure 11

How well does your PR team or agency align with your GTM strategy?



## The Importance of Aligning PR with Sales + Marketing

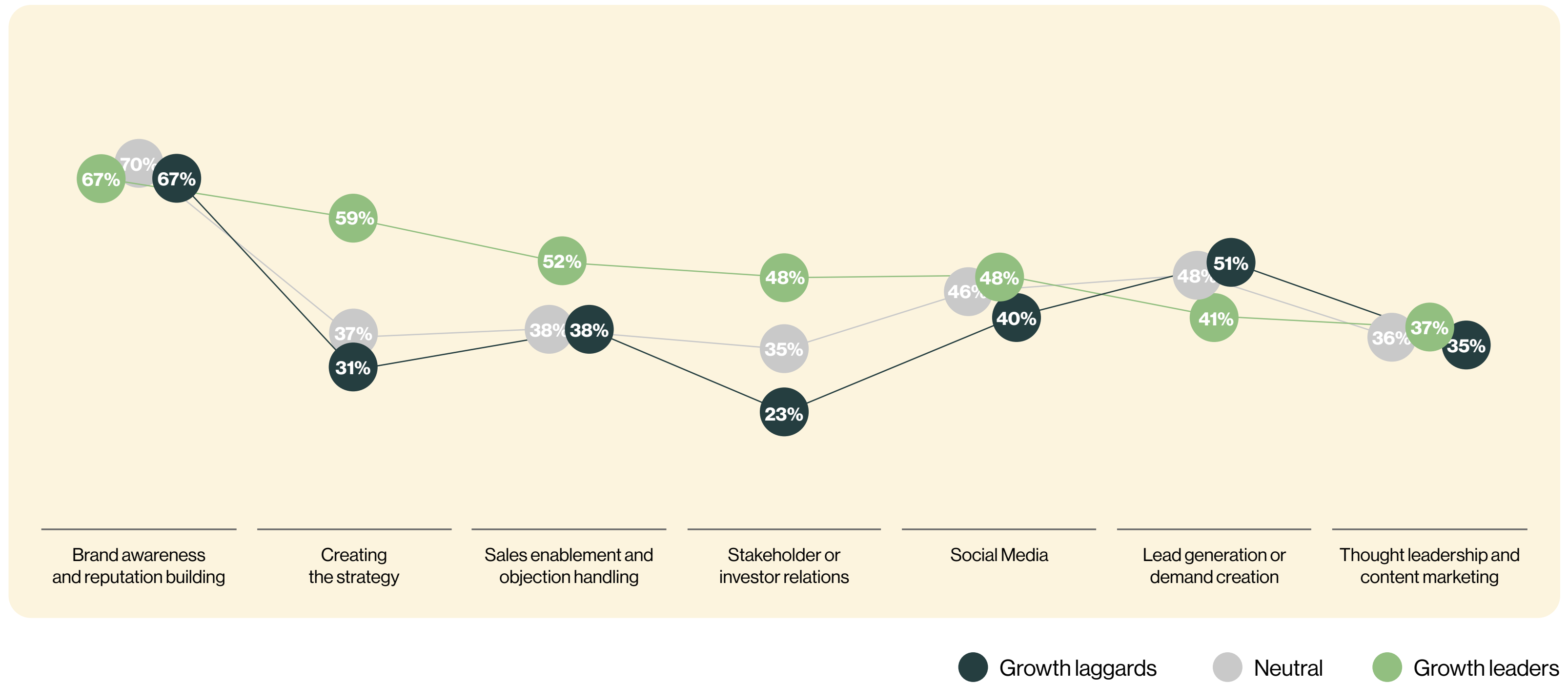
Growth leaders distinctly prioritize PR's involvement in critical strategic areas of their GTM approach, particularly in creating the overall strategy and managing stakeholder or investor relations.

Notably, 59% of growth leaders actively engage PR in the initial strategy creation, nearly double the rate of growth laggards (31%). Similarly, almost half (48%) of growth leaders rely on PR to manage stakeholder or investor relations, significantly outpacing growth laggards, where only 23% leverage PR for these critical relationships (Figure 12).

These differences highlight growth leaders' strategic mindset, utilizing PR beyond conventional functions like brand awareness and lead generation. By involving PR deeply in strategy formulation and stakeholder communications, growth leaders strengthen their organizational alignment, enhance investor confidence, and ultimately achieve better performance.

Figure 12

Which areas of your GTM strategy does PR contribute to the most?



## Selecting PR Partners

Selecting the right strategic PR partner is essential for maximizing outcomes and driving tangible business impacts. Recognizing this importance, our study asked marketers about the top characteristics they consider most critical when choosing a PR partner.

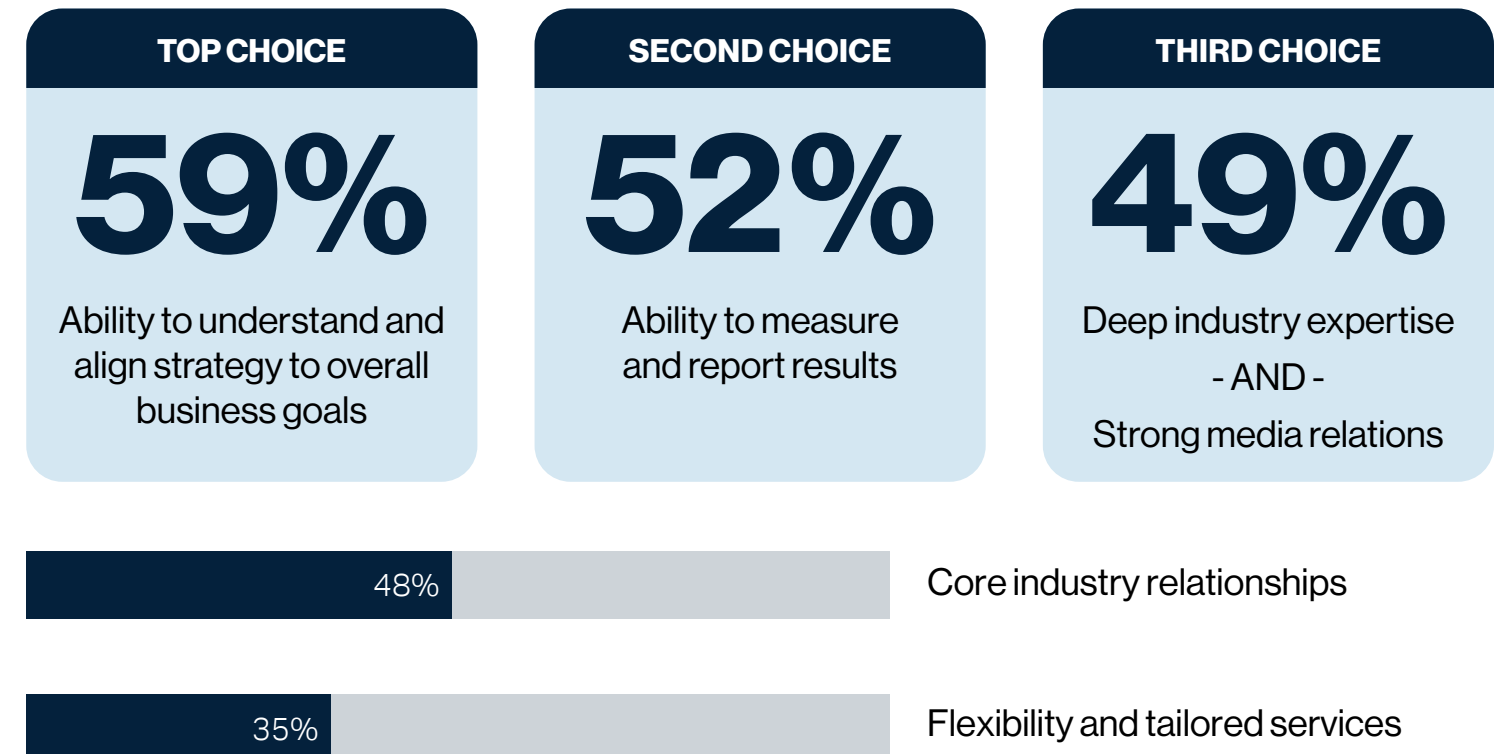
Top priorities include the ability to align strategy with overall business goals (59%), measurable results (52%), deep industry expertise (49%), strong media relations (49%), and core industry relationships (48%), emphasizing PR's strategic evolution (Figure 13).

More than 4/5 of tech marketers believe that finding a PR partner specializing in the B2B tech space is important. Compared to the full sample, software marketers recognize the importance of deep industry expertise and having a partner who fully understands unique market dynamics (64%).

These insights highlight the shift toward strategic PR partnerships that offer tailored approaches, industry-specific expertise, and measurable results, all closely aligned with overarching business goals.

Figure 13

What characteristics are most important to you when selecting a PR partner?



## Selecting PR Partners

To enhance PR's role in supporting B2B organizations and their goals, marketers identified several critical areas for improvement. The top priority, cited by 62% of marketers, is achieving deeper integration of PR with marketing and sales teams. Close alignment can help to ensure consistent messaging, maximizes impact, and directly connects PR outcomes to revenue growth.

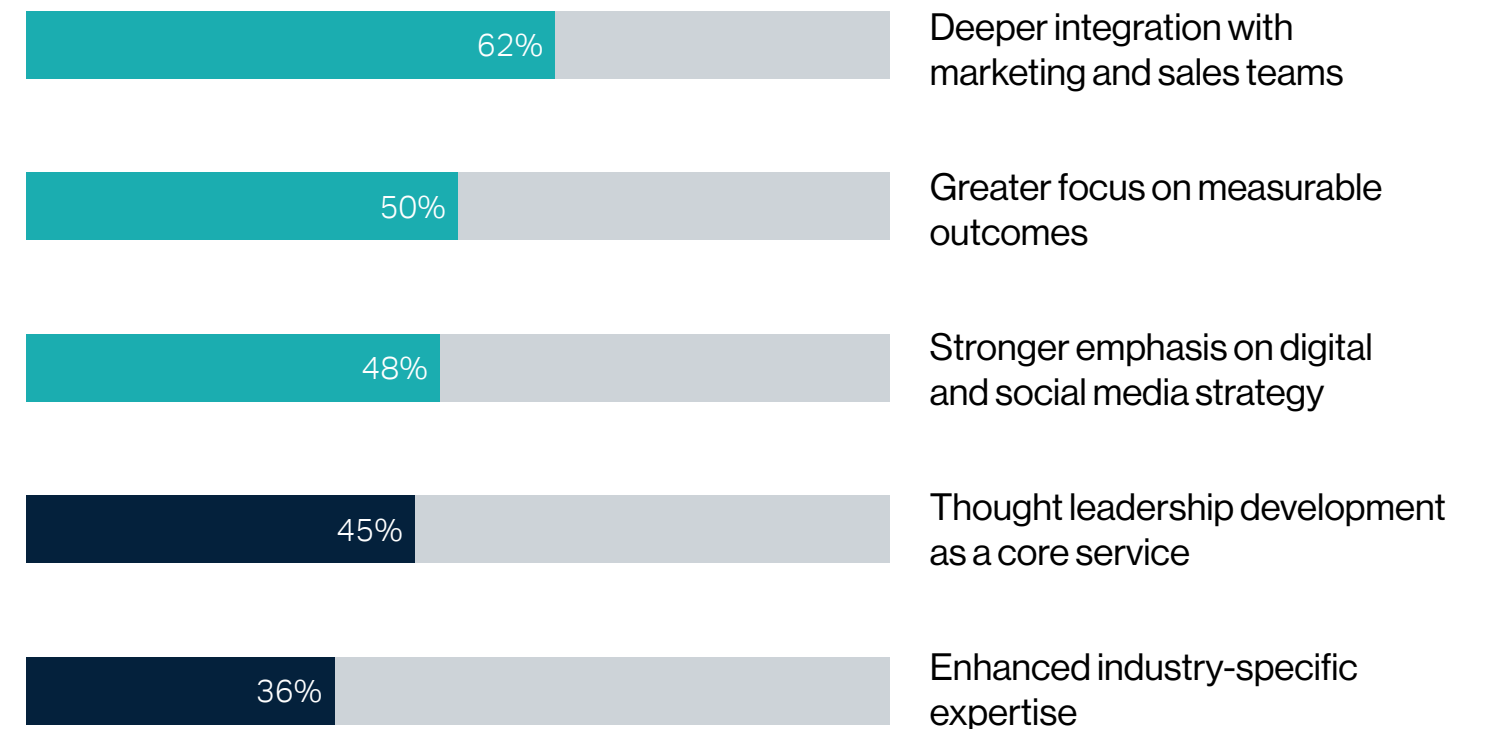
Half of this study's participants stress the importance of a greater focus on measurable outcomes, highlighting a clear demand for accountability and evidence-based strategies that tie directly to business results.

Additionally, 48% advocate for a stronger emphasis on digital and social media strategy, recognizing the importance of adapting PR approaches to the growing digital landscape (Figure 14).

Other significant focus areas include thought leadership development (45%) as a core PR service, reinforcing PR's critical role in establishing industry authority, and enhanced industry-specific expertise (36%), ensuring PR initiatives are tailored and effective within specific market contexts.

Figure 14

What focus areas do you think PR teams need to better support B2B organizations and their PR goals?



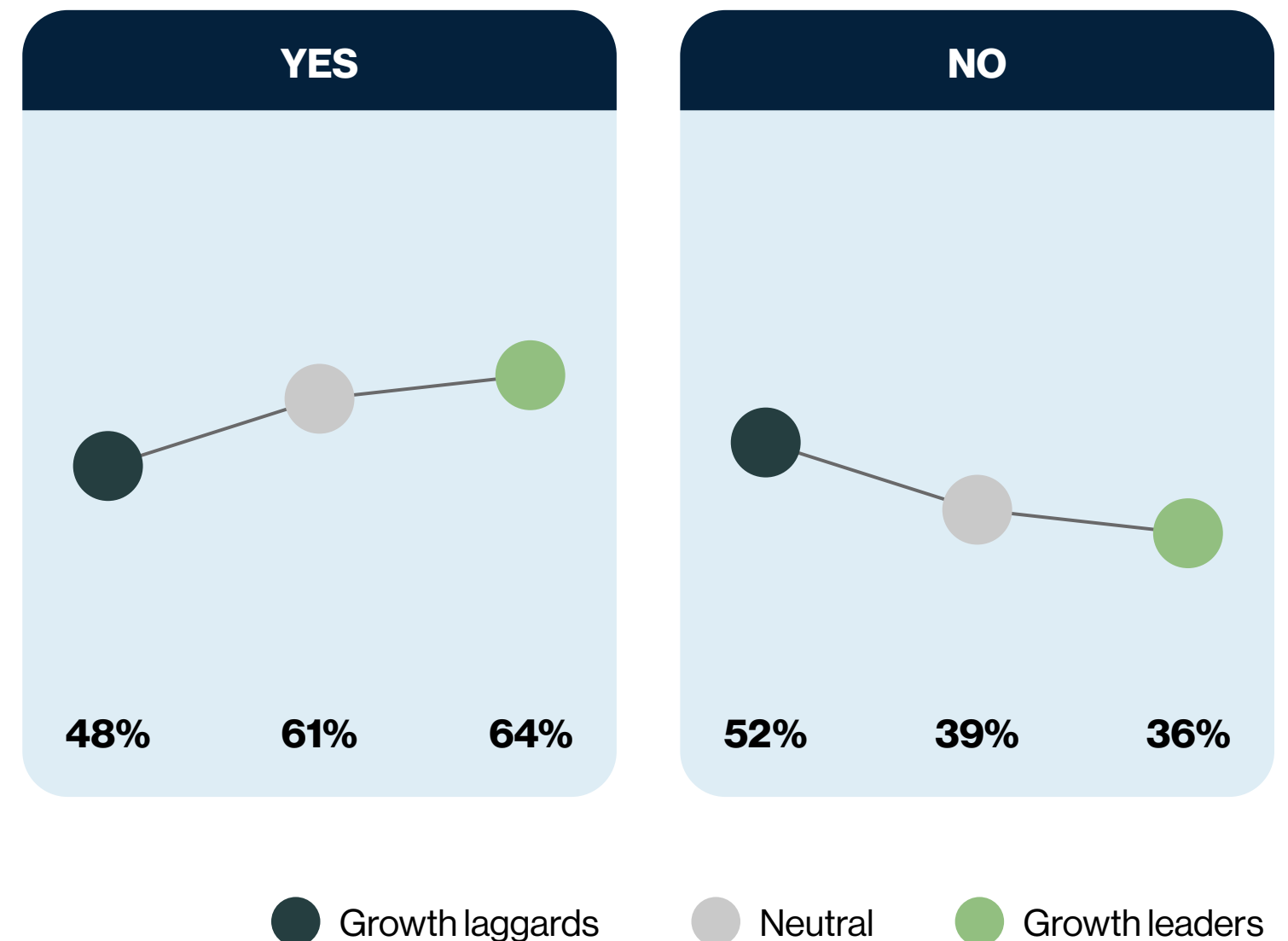
## Selecting PR Partners

When examining the nature of PR partnerships, a clear distinction emerges between growth leaders and growth laggards. A substantial majority (64%) of growth leaders report having worked with a PR agency they consider a strategic partner rather than merely a vendor. This contrasts notably with growth laggards, where only 48% have experienced such strategic collaboration (Figure 15).

This significant gap underscores that growth leaders more often select and nurture PR partnerships that provide strategic alignment, deep industry insights, and measurable outcomes. These strategic relationships enable growth leaders to maximize PR's potential, positioning it as a critical driver of sustainable revenue growth and competitive advantage.

Figure 15

Have you worked with a PR agency you would describe as a strategic partner rather than a vendor?



## Selecting PR Partners

The distinction between traditional PR vendors and modern, strategic PR partners is clear when considering why organizations classify certain agencies as strategic partners. Growth leaders particularly value regular collaboration and alignment with internal teams, and an agency's ability to deliver measurable results (both at 72%). Additionally, a deep understanding of their business and industry (67%), proactive problem-solving (61%), and tailored services (56%) differentiate strategic partnerships for these successful organizations (Figure 16).

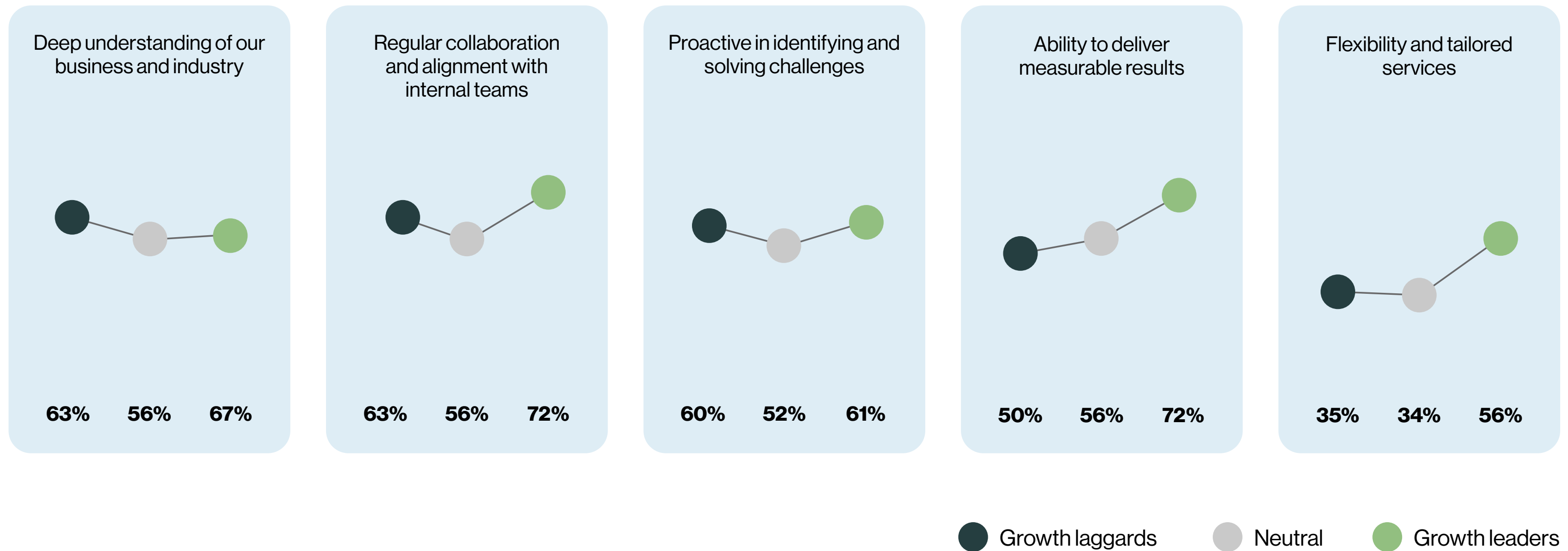
In contrast, growth laggards also value business understanding and internal alignment (both at 63%), but place slightly less emphasis on measurable results (50%) and flexibility (35%). These differences illustrate the evolution from traditional PR, which is more transactional and media-centric, to modern PR, characterized by strategic alignment, proactive collaboration, and measurable business impact.

The data underscores the competitive advantage of selecting strategic partners that align closely with business objectives and consistently deliver meaningful outcomes.



Figure 16

Why did you consider that agency a strategic partner rather than a vendor?



# AN ACTION PLAN FOR THE FUTURE



## Foster Deep PR Integration:

1

Actively embed PR within your organization's marketing, sales, and product teams. This integration ensures cohesive strategy execution, optimized resource allocation, and maximum impact on market outcomes.



## Commit to Strategic Partnerships:

2

Choose PR agencies carefully, prioritizing those demonstrating strategic insights, deep market understanding, proven measurement frameworks, and alignment with your core business objectives.



## Enhance Measurement and Attribution:

3

Adopt advanced measurement frameworks that attribute PR activities to leads, revenue growth, and enhanced brand visibility. Focus on KPIs that align directly with strategic business goals.

# AN ACTION PLAN FOR THE FUTURE



## Elevate Thought Leadership:

4

Allocate dedicated resources to creating and strategically disseminating thought leadership content. This content should build brand credibility, engage key audience segments, and solidify market positioning, particularly within competitive tech sectors.



## Leverage Data and Analytics:

5

Utilize comprehensive data-driven insights to refine PR strategies continuously. Data analytics should inform content development, audience targeting, and performance measurement, ensuring maximum effectiveness and responsiveness.



## Optimize Resource Allocation:

6

Strategically invest in PR initiatives that offer demonstrable business outcomes, focusing particularly on overcoming resource constraints through targeted, high-impact activities.

# CONCLUSION

The strategic evolution of PR represents a significant opportunity for B2B organizations to differentiate, grow, and excel in competitive markets. CMOs must now proactively harness the transformative power of PR by investing strategically, integrating comprehensively, measuring precisely, and partnering wisely.

By doing so, organizations can achieve significant market leadership, enhanced brand credibility, accelerated revenue growth, and sustained competitive advantage. PR is no longer just an option but an essential strategic asset for the modern CMO.

# METHODOLOGY

The data underpinning this report was gathered through comprehensive surveys of more than 300 B2B marketing leaders and PR professionals across diverse industries and company sizes. Special attention was given to software and technology sectors, ensuring highly actionable insights tailored to the strategic needs of modern CMOs.

Which industry best describes your business?



What is your company's primary business stage?



What is your role within the organization?



What is your organization's annual revenue?





## About

Convey Communications is a strategic communications firm that thrives by using only senior level practitioners who are B2B-fluent and get the complexities that go along with it. We understand technology inside and out, and some may go so far as to say we're bordering on a little, well, obsessed with tech (we don't think you'll mind).

We believe that in order to properly represent your company and achieve the PR goals you desire, we must be entrenched in the culture and workflow of your business. We'll deep dive into your buying committee, your personas and even your sales process to better understand who your ideal customer is, how we should reach them and when and where they spend their time.

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## About

Demand Metric is the global research and advisory firm that helps revenue teams build in-house capability and conquer their markets.

Insights™ by Demand Metric turns independent research into revenue results. Trusted by Salesforce, Smartsheet, Marketo, and hundreds more, our INSIGHTS™ program arms CMOs and CROs with data, frameworks and on-demand analyst guidance so teams operate smarter, win faster, and scale confidently.

Through strategic alliances with the AMA, ANA and AIPMM, Demand Metric's tools have become the industry standard.

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