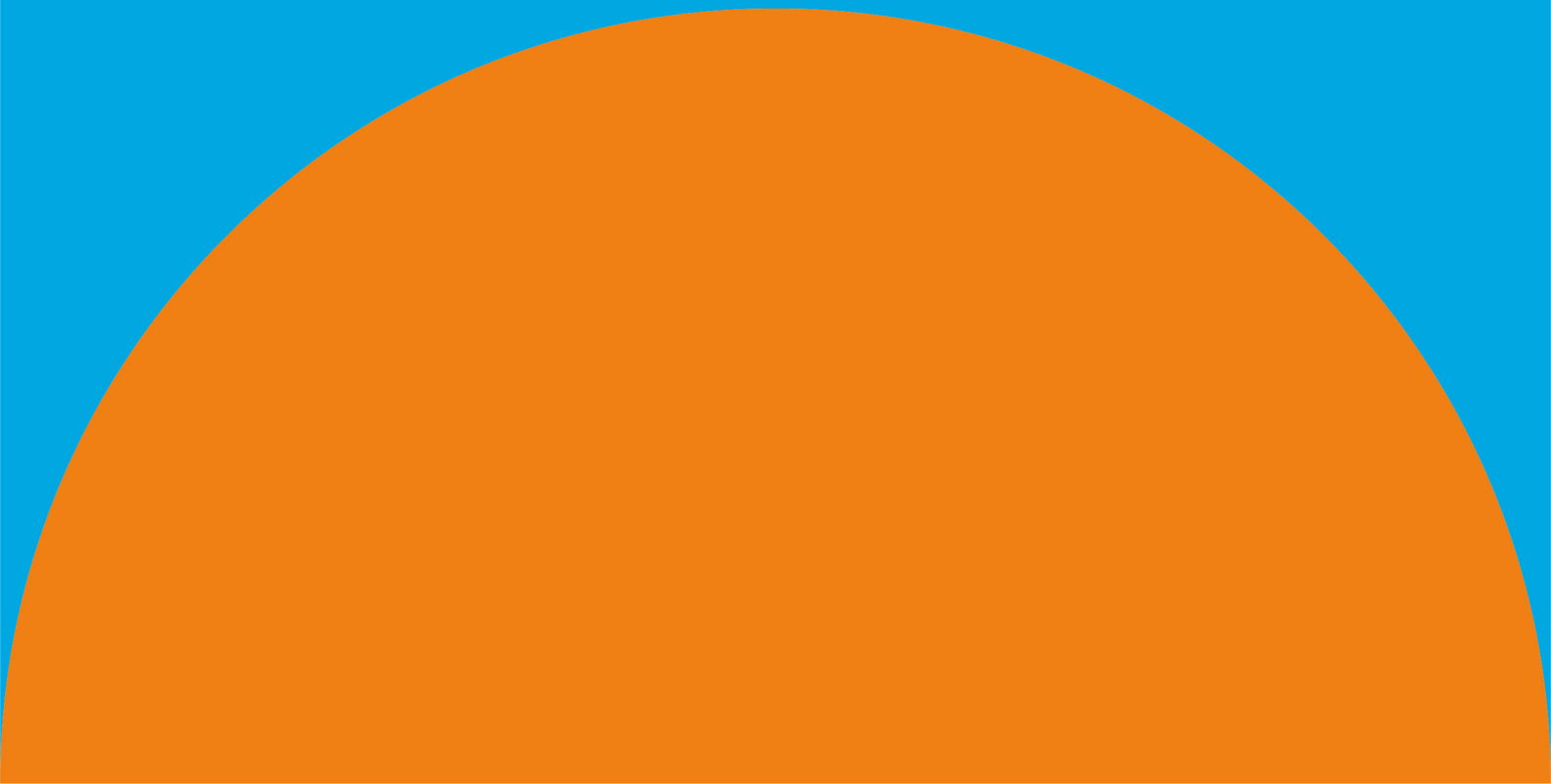# The ultimate technology PR guide

Foreword

The buzz around the latest tech developments has never been greater with over 3,600 exhibitors and 150,000 visitors heading to this week's CES 2016, the world's largest tech show. In recent years, there has been an exponential increase in the number of 'tech-specific' journalists alone, with more and more writers, broadcasters and bloggers including technology amongst their cluster of interests.

But while the opportunities for technology to grab the headlines are numerous and wide-ranging, the competition is fierce, with journalists receiving hundreds of emails every day. The possibilities for exposure and competition for mentions around CES is even greater.

So how can your tech brand stand out and make the most of launching new products at such an exciting event? In this Ultimate Guide, our Technology & Innovation team at leading London PR agency, The PHA Group, give you our top tips and expertise on how to ensure your brand grabs the headlines.

In this book you will learn:

• How to increase the profile of your tech brand

• Strategies to catch the attention of journalists

• Tips for generating traction on social media

• Ways to humanise your digital brand

• Techniques to get your app in the press

• Influential Twitter and blogger influencers you should follow

Contents

CHAPTER 1:
Tech PR Tips:
How To Get Your Brand Noticed
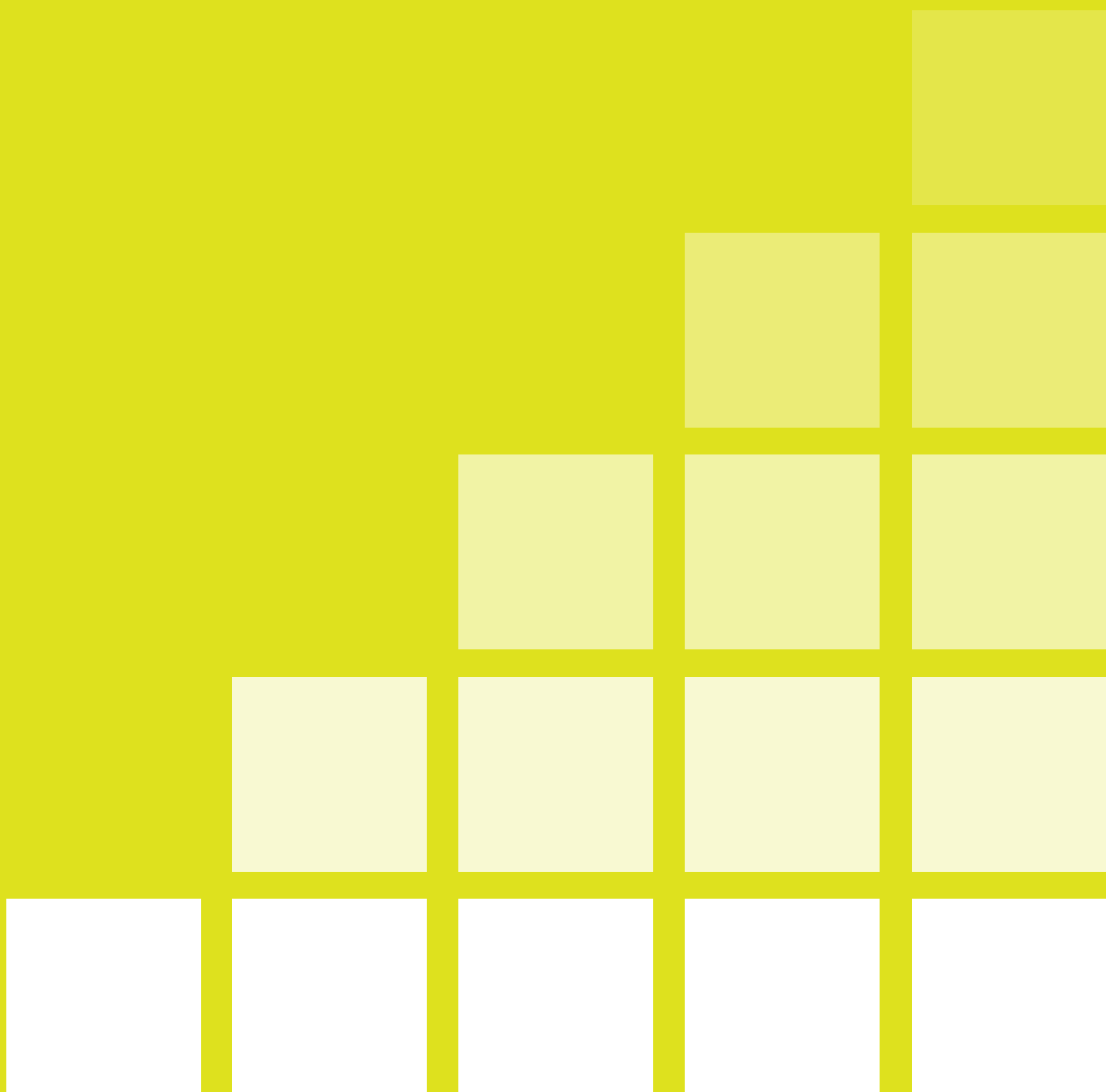
The most difficult part of any press campaign is getting your brand noticed. One of the most regular questions on brands' lips with regards to getting their product the attention it deserves is: why aren't journalists responding? There could be any of a number of issues, from your approach being 'too pluggy', a lack of personality, using overly technical language, or simply an email being missed due to the sheer volume of competition. So how can you ensure your tech brand is noticed?

Guests gather at The PHA Group's Tech in the Press event for London Technology Week

Product Reviews

If you are launching a new product or service, reviews will be vital to your PR strategy. The opinion of trusted and influential journalists and bloggers will resonate with their readers, and consumers put their confidence in the judgments of those who have already tried and tested your product. Sending out samples to journalists, organising press days where writers can come try your product, or arranging journalist visits to your stand at existing tech events are all ways to ensure your brand gets in the right hands. You can also then use strong reviews as part of your wider marketing collateral. Dedicated review articles and inclusion in larger round-ups are both fantastic ways of getting your brand noticed.

Company News

An important way to get your brand in the news is through company announcements. But it can be difficult to know which of your updates should be sent out to the press. It's easy for brands to contract 'baby isn't beautiful' syndrome, where being told that news from your company isn't of interest is almost a personal affront. When launching your brand or bringing a new product to the market, structure your approach by asking yourself:

- What basic problem are you solving?

- What makes your offering different to others on the market?

- Why would someone read this news?

- Why should a journalist write about this now?

Using Your Expertise

Remember that your people are your greatest assets. Your company is made up of individuals with invaluable insights and natural areas of expertise and opinions. For our 3D printer client, XYZprinting, we used their CEO's expertise to secure them a slot on CNBC to talk about where the 3D printing industry is heading. Positioning your personnel as 'experts' can not only bring authority to your company name but also give the illusion that you're bigger than you are.

Reacting to the News Agenda

A vital strand of PR activity for your tech brand is to react to the news agenda. Large stories dominate the news agenda for the full day, if not longer. To ensure the story remains relevant, media outlets utilise expert commentary with strong opinions. Making sure your voice is the one that's heard requires quick reflexes and snappy key messages. Remember to not shoehorn your company name into the news with no real purpose – think what you can add to the story.

Creative Campaigns

Creative campaigns are a fantastic way to get your brand noticed in a fun way, generating a different type of coverage and reaching new audiences. The right campaign can have just as much impact as something more long-term. They also don't need to cost very much at all, so you can afford to experiment a little – but remember that timing (and a little bit of luck) is vital.

For example, for conference call provider Powwownow, we created a #PowwowHelpMeNow campaign, where office workers could tweet in with an issue for Powwownow to help solve. One office tweeted in saying that their working space was too hot, so Powwownow helped them move their desks and entire office space to the roof. This was a shareable and visual campaign generating plenty of fun coverage with journalists who were otherwise difficult for a tech brand to reach.

We're not talking about stunts here – the campaign must be relevant to your brand and help position it in a constructive way. For Powwownow, whose aim is to help workers do their jobs more easily, a campaign to assist offices in need was relevant and beneficial to the brand's image, and generated a social reach of 6.3 million.
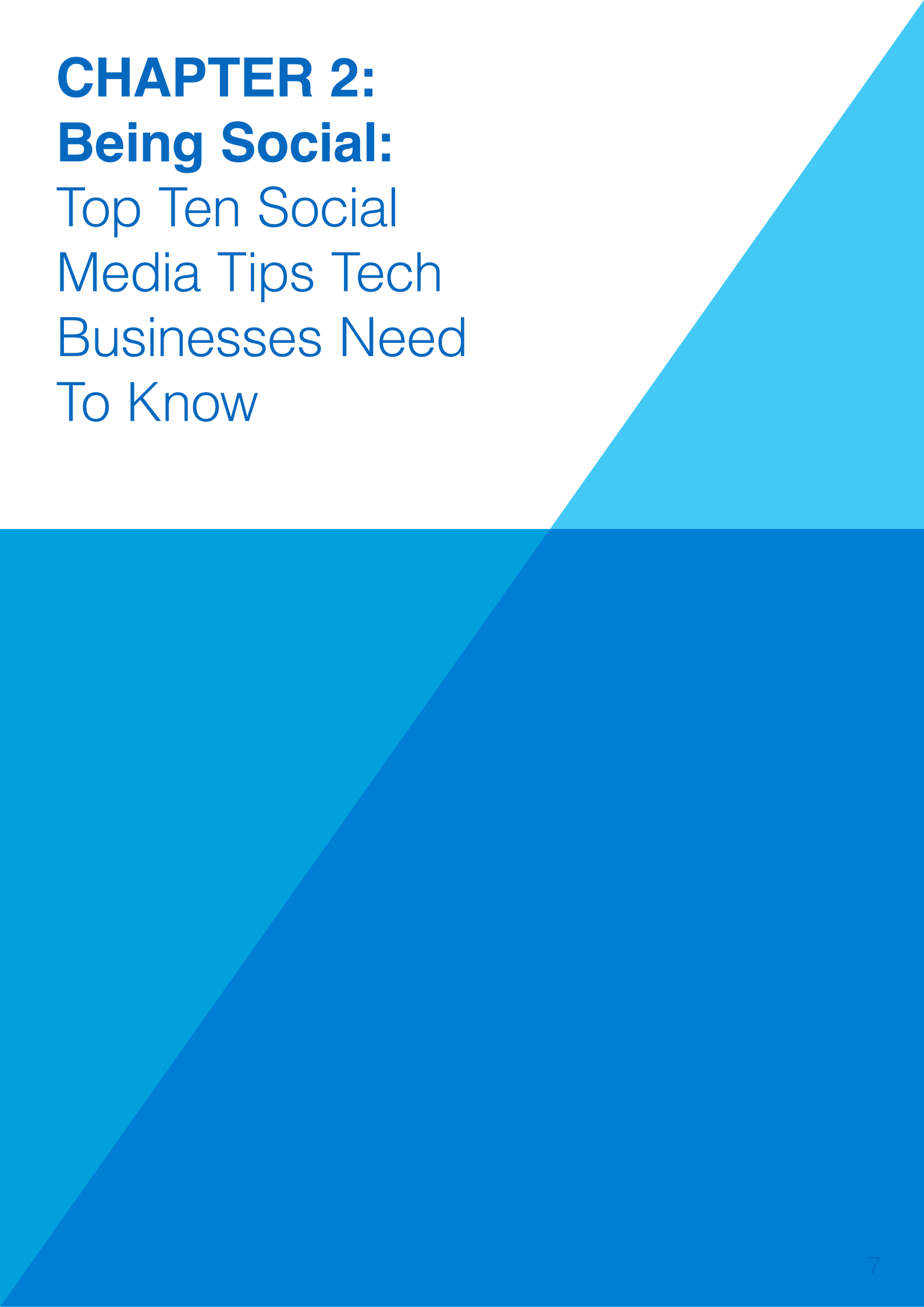
Harnessing Data

Another key area of PR activity is based not on reacting to the news agenda, but on creating it. Brands can shape stories and headlines from data. All tech companies have data, but some don't realise its PR value. Behaviour patterns and trends are often of interest to the press, helping to confirm theories or, alternatively, shock with unusual findings. If your company doesn't have the necessary data for the story you'd like to create, you can make your own through market research and surveys. These don't have to cost the earth or take up time – three or four data points are enough to make a compelling story.

Thoughts to take away

Right now, tech is experiencing an incredible boom and hundreds of journalists are interested in the latest news. But with the massive competition out there, your brand needs to stand out. Above all, the content you provide to the press must be varied as well as helpful, informative, opinionated or entertaining.

The Office Group @TheOfficeGroup
Follow

We've relocated our office to the roof terrace #sunshine #Shoreditch #terrace #funatwork

The Office Group @TheOfficeGroup · Jul 24
Enjoying our rooftop office #powwownow #Shoreditch #sunshine

CHAPTER 2:
Being Social:
Top Ten Social Media Tips Tech Businesses Need To Know

Launching any new tech business is difficult but with the vast number of recent start-ups, actually getting noticed in your field is now even more challenging. It's for this reason that social media carries even greater importance to help provide leverage for new entrants into the market. Some companies launch with the cardinal sin of not creating a social footprint first. Nowadays, when anyone is interested in any topic, they will head online for the very latest news and views. Below are ten tips on how to maximize your social and get your potential customers 'liking' and 'following' your business:

Tip #1: Identify the right channels

The most basic of the tips is to make sure to set up all the right channels. Some people and businesses merely dip their toe in the social media water, whereas they really need to dive in headfirst. All social media links together so it is important to create an account on Facebook, Twitter, LinkedIn and Google+ (especially useful for SEO). Other platforms such as Pinterest, Instagram and Four Square are all 'nice to haves' but are really dependent on the type of business you're running. The main four are plenty to get you going and can support each other to maximize impact and reach.

Tip #2: Write great content

In social media, content is king. People will engage with you, follow, retweet, like, etc, if your content is interesting, fun, different, novel or exciting. The most shared content is by far and away those that have a visual element, with a post being 80% more likely to be seen or shared if it incorporates a photo or video. With every next-gen phone now able to snap and upload at the click of a button, entrepreneurs need to be using this simplest of tools in order to show off their work, offering the potential to reach your intended recipients.

Tip #3: Find key influencers in your sector

One of the more time consuming processes, but worth the endeavor, is finding the key influencers in your sector. There will already be a very wide variety of commentators in your area and some of these will have great influence both on and offline. By following these people on social media and engaging with them, not only can you find out what is going on with your competition but you can also jump on potential comment opportunities. There is also the hope that this will lead them to follow you back and grow your own network in order to reach more people with any output.

Tip #4: Post frequently

The frequency of posts is vital. One post every couple of days or whenever suits is not enough. Your followers will get bored with intermittent messaging and you'll quickly lose any following that has been grown. On average, three mentions a day is sufficient. Not enough to annoy people but plenty to keep on top of any relevant news stories, share new information and post anything that you think will be of interest to your community.

Tip #5: Timing

The timing of your posts is very important. Whilst there are hundreds of millions of people on Twitter, there are peak times when more of those are online than others. One of the problems with Twitter is that, generally, you only see the very latest news. If you post before or after someone is active the chances are that they will not see it. As a result, hit key surfing times to ensure that as many people as possible can see what you're up to. Peak times (time zone specific) are between 12.00 – 14.00 when the majority of workers take lunch and then from 19.00 when they are home and are catching up on the day.

Tip #6: Be social

When a company is first launched on social media, it will have no followers. No one will know that it exists and immediate action is required. The most successful businesses and entrepreneurs utilise their collective social power and use friends, family and colleagues to share news and updates, as well as tapping into their wider networks. The beauty with social media is that it's so interconnected: when one person posts, their entire online world can see what they are saying and news can spread quickly.

Tip #7: Paid-for ads

The ideal situation is that as soon as a company launches and begins posting that immediately they'll have millions of followers and it's job done. Unfortunately it doesn't quite work like that. Your organic use of social media will of course have an impact, but your plan and activity needs to incorporate paid-for posts too.

These "adverts" are often the only way a small start-up can expand beyond their networks. They are relatively inexpensive but can have a significant impact on your reach.

Tip #8: Monitoring tools

People will follow you for interesting quotes, others will engage with you on a certain photo or retweet. There are numerous different angles that people respond to. Over time your audience will develop and it is important you listen to them. If they like videos then give them more, if they engage more at night than during the day then that's when to post. It's much easier to grow your network through the people who already engage with you, so don't lose them by ignoring them. There are a variety of tools to help you monitor what people are saying about you, such as Pulsar, TweetDeck, Social Mention and Seesmic.

Tip #9: Ask questions

One of the best ways to interact with your followers and fans is simply to ask questions. A lot of people like offering their insight on a topic they're interested or passionate about so by speaking to them, getting their insights, you can learn a lot about what people want. This might be finding out what colour the masses want a product to be or which functionality works best or worst and needs work. Don't be afraid to accept criticism. It's all useful information but do be careful about your responses as everyone can see what you've said – you don't want to create any negative attention.

Tip #10: Don't delete

Never delete interactions. A lot of start-ups think that it's fine to delete a post they don't like from a follower. It's not. The person who wrote the comment has the right to provide insight and every post, positive or negative, has some value. Deleting a negative interaction is only likely to make the commentator more annoyed and start a tirade of undesirable remarks, whereas if these are responded to efficiently and with a calm, objective head then you could develop a brand advocate. The only caveat to this if a comment is illegal or malicious then deleting and reporting the post is the correct course of action.

CHAPTER 3:
How to Humanise
Your Digital Brand
5 Top Tips

In today's increasingly digitalised world, it can be easy to overlook the importance of being human. Your customers are human, your employees are human, your investors are human. Even your Twitter and Facebook followers are human! Your customers buy into you, and your social media followers listen to you in the hope of being inspired by what you have to say and to learn from you through every strand of content you supply. With this in mind, it begs the question: why do so many brands communicate with their audiences in such a robotic fashion?

The importance of relating to customers is often overlooked by brands, so below we offer five ways you can impart a more human feel to your brand, regardless of where you operate in the digital space. Give these tips a go and see the benefits.

Consider a hybrid model

The biggest challenge for those digital brands trying to give themselves some personality and relatability is actually showing a human face. Some kind of digital wall between your customers and employees may be an inherent part of your business, but companies can consider a hybrid model to help inject some real-life contact. For example, our client Purplebricks.com is a hybrid estate agency, combining an online platform with the face-to-face contact of Local Property Experts on the ground across the UK. This fusion of digital and real-life makes the company relatable in a way that online-only estate agents have can't do.

The face behind the brand

Digital companies all have someone inspirational, knowledgeable, opinionated or charismatic behind them. Making sure your CEO or another company spokesperson is regularly visible in the press is hugely valuable in giving a human face to your brand. Think Mark Zuckerberg of Facebook – the two are practically synonymous.

The face of your company can make themselves seen – and heard – in a number of ways. Penning thought leadership articles demonstrates expertise in the relevant topic as well as offering a valuable platform to express an opinion, further giving personality to your brand. Business profiles are a clear opportunity to connect a face to a brand – for our client Rivo, the risk management software, we humanised the company through business profiles of their CEO, Chris Noblet, in titles such as Elite Business.

Offering topical commentary on the news agenda ensures your spokesperson gives a human face to your brand's opinions and demonstrates knowledge and relevance. Visible presence at industry or company events also helps the face of your brand become more synonymous with your product or service.

Use your case studies

Every time someone uses your product or service, a possible case study is born. Fans of your brand who get in touch, and those who respond when you reach out to them, can provide fantastic true stories to show that your product has real-life impact. A brand is much more relatable if others can see how it has been used and put a human face and story to the product. Case studies make your product's offering much more memorable: stories stay with us much more easily – and impart more meaning – than a list of product specifications.

For example, our dating app client Happn is all about connecting singletons looking for romance who have actually crossed paths, providing countless opportunities to tell great stories from real life dating successes sparked by the app. One couple who overcame scepticism and are still going strong after meeting via Happn formed the focus of a full page story in The Sunday Times. We also discovered the app's five most in-demand women in London, whose stories we used to shape a double page spread in the London Evening Standard. Case studies help potential customers not only understand your product's offering much more vividly, but also generate trust.

London Evening Standard

Big daters

As smartphone romance gets serious, **Joshi Herrmann** meets the hottest women on dating app Happn and hears their advice for men (don't be a psycho, take selfies or own a cat)

MEET THE MOST IN-DEMAND WOMEN IN LONDON (FROM LEFT)

Characterisation

Compare the Market was just another, indistinguishable comparison website before Aleksandr Orlov popped onto the scene with his Compare the Meerkat campaign of cuteness, catapulting the company into the annals of marketing fame.

Characterisation is not for every brand, but Compare the Market is a digital company that shows that even dry subject matter can use characters to great success. Characters such as cartoons help make companies much more approachable, but there are some central rules for success.

Characters rarely depict humans – as animals (like the Charmin bear), cute robots (Confused.com's BRIAN) or cuddly monsters (Sugar Puffs' fluffy Honey Monster) are more likely to endear the public – but remember that the key is to keep them human in their behaviour.

For energy saving experts Zenith, we created Harry The Talking Home as a friendly consumer-facing character on Twitter. Harry engages existing and potential customers in a jovial and casual way, leaving Zenith's company Twitter page to give a more professional approach.

Think carefully about the personality of your company and your market, whether a character will strengthen your brand and what sort of creature your target audience would connect with.

Social media policy – practice what you preach

If your business model is built on providing quality over quantity, then make sure this is replicated in your social media policy. Don't clog your followers' news feeds with an automated Tweet or post every couple of minutes – instead, understand your audience and create targeted, considered content which they will want to read and are likely to engage with.

When interacting with your followers, it is important to be who you say you are and do what you say you are going to do – choose your 140 characters carefully and ensure that your business values are replicated in your posts. It's very easy for prospective customers to 'unfollow' or 'unlike' as soon as they sense your posts are becoming predictable or repetitive, so make sure your content is timely, unique and varied.

CHAPTER 4:
How to Promote an App
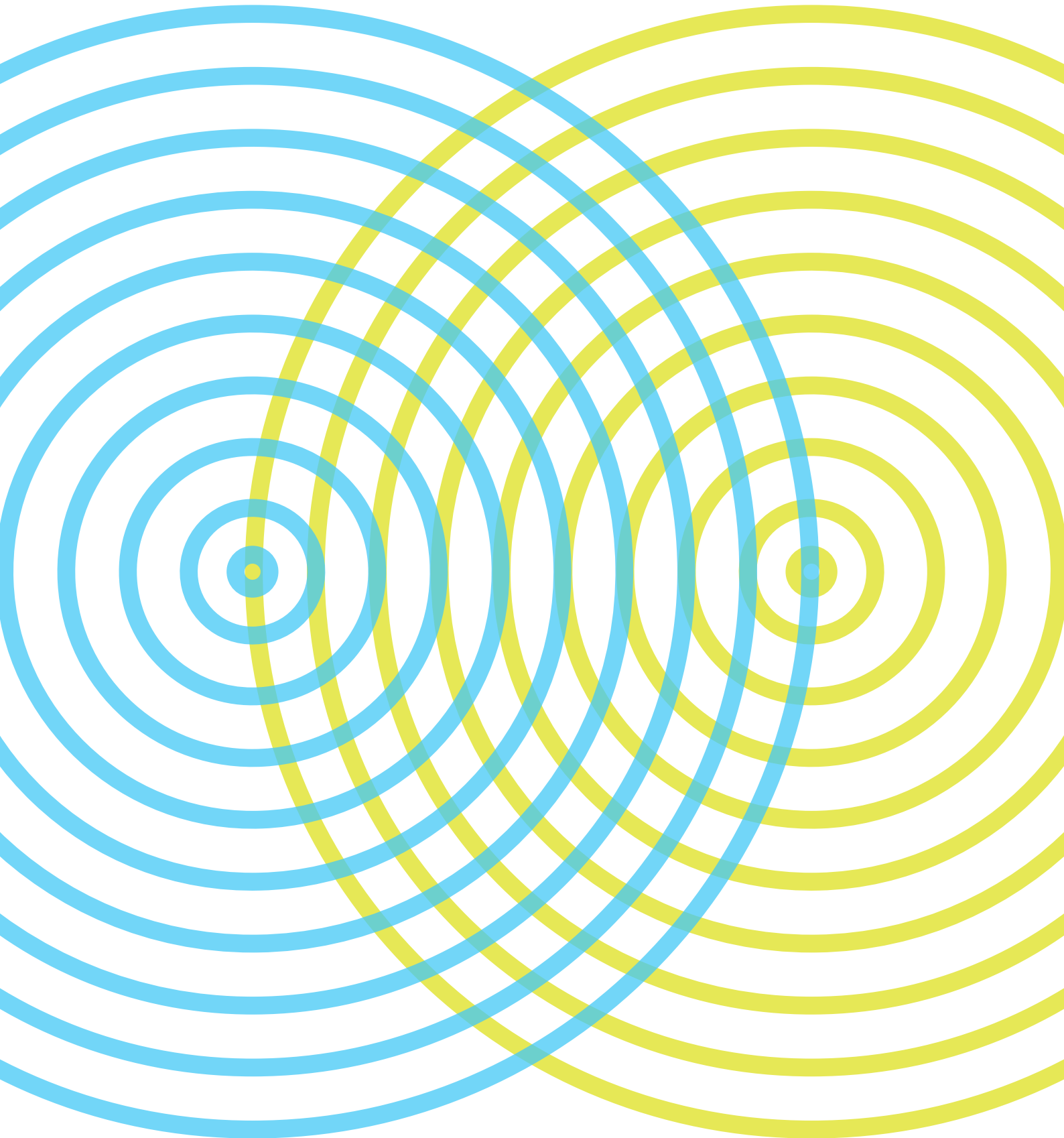
With well over one million apps fighting for attention on both Google Play and Apple's App Stores, it's easy to see why even the most brilliant of app innovations can be overlooked.

New games, sharing economy platforms and content providers are springing up left right and centre, all trying to simplify, connect or bring some entertainment to our busy – and gadget-filled – lives.

So how can you ensure your application is the one that grabs the headlines?

Data, data and more data

Every app has fantastic, often untapped, potential to create its own news stories by understanding and making the most of the statistics it has right at its fingertips.

The data each app collects (or has the opportunity to collect) when users sign up is a goldmine for generating interesting headlines which are both newsworthy and relevant to the app. And, when the data comes from the company itself, it is an incredibly cheap way of getting your product in the national media.

We worked with Happn, using their hyperlocal dating statistics to find the most attractive names and jobs of men and women in London, Paris, New York and Barcelona. The data painted a fascinating picture of the most eligible singletons across these cosmopolitan cities.

The app works by connecting users who have crossed paths on their way around the city, allowing users the chance to 'like' and 'charm' their real life crushes. Happn syncs with Facebook to fill in users' names and jobs. The statistics of users who received the most likes and charms were used at little cost to calculate the results. Happn even created infographics to make the data digestible and entertaining at a glance.

The story, rooted in Happn's own collateral, was covered by i100, Metro, London24, Closer and many more.

The potential for interesting national paper or magazine stories is limited only by the amount of information the platform collects, and of course by the privacy of users. If your app can't or doesn't wish to mine its own data, using surveys is a brilliant alternative.

Get some personality

One particular problem for apps is generating a recognisable personality. A faceless platform is difficult to promote, so your app must be secure in its USP and have a clear idea of what kind of character it wishes to present.

Apps are normally of interest to consumers for one of two reasons: they can either be beneficial or fun.

Beneficial apps help users manage their day to day activities, offer a new or more convenient service, or provide interesting information. Whatsapp, Uber and Google Maps are all really useful apps with their own distinct personality and clear function.

Fun apps often top the app stores' best sellers, and tend to be games or gamified platforms. Candy Crush Saga, Minecraft and Angry Birds are hugely successful examples.

Conveying how your app will give real value to a user must be done directly, cutting out the frills – what your app offers should be able to be distilled to one simple, engaging sentence. In the dining sector, there are plenty of apps,such as uncover, competing for attention but the best have their own distinct personalities. A killer one-line description writes its own headlines.

Show me the money!

When Tinder started rolling out its paid-for version, Tinder Plus, it faced disappointment and a PR backlash from users surprised and aggravated by the monetisation strategy. Apps should have a clear revenue model from the outset, even if it is not implemented at first.

Happn use a freemium model whereby the key features of the app (connecting with and chatting to other singletons) remain free, but users can choose to purchase 'charms': notifications to grab a crush's attention. The clear and demonstrably workable strategy was important not only in raising funding, but means that users register with the app with understanding and trust.

In addition, many of the top grossing apps on Google Play's app store use a freemium model – plenty of games in particular provide a free download to draw in users and offer in-app purchases. Of the top grossing apps on the store, Clash of Clans, Candy Crush Saga, Boom Beach and Hay Day to name but a few are all freemium products.

For apps that don't suit a freemium model, an initial download price may be better. Apps that are deemed essentials can demand a small price once they've developed enough standing.

Hundreds of millions of users are more than happy to pay Whatsapp's yearly rate – a matter of pennies – for a service that has completely disrupted text messages and the way we contact friends overseas.

However, it is worth noting that free apps understandably tend to get more downloads, and an app needs an exceptional offering to command an initial fee. Ads are of course a popular alternative, but the user experience must remain central.

Be honest and do your research

Clarity, honesty and understanding of your app's own collateral are vital to PR success. Data and survey stories are great, cost-effective ways of generating your own news stories. Keeping a clear idea of what character your app presents and the value it offers will help consumers grasp your purpose easily and will write the headlines itself.

When monetising your innovation, make sure to have a plan from the outset, and to communicate your intentions clearly with consumers. The monetisation of your platform shouldn't take away from or generate distrust around the critical user experience.

The key to your app's PR success is giving your app's central message the best opportunity to shine through.

happn

Top 10 most desirable names

Some people seem to be gifted with more attractive names than others…
In any case, here are the 10 names that get the most Likes and Charms on happn.

London
England

MEN		WOMEN
James	1	Sarah
Richard	2	Sophie
Tom	3	Laura
Will	4	Charlotte
Sam	5	Jessica
Ben	6	Emma
Alex	7	Emily
David	8	Katie
Adam	9	Lucy
Chris	10	Anna

METRO
NEWS… BUT NOT AS YOU KNOW IT
39.1M SHARES

HOME   NEWS   SPORT   ENTERTAINMENT   LIFESTYLE   MORE ⌄
SEX   FASHION   FOOD   TRAVEL

These are the 10 most attractive names for online dating

Alison Lynch for Metro.co.uk Wednesday 11 Mar 2015 7:37 am
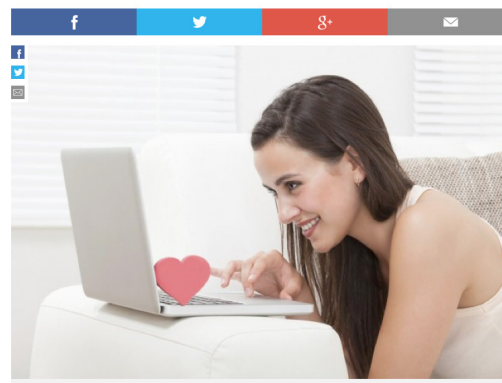
Sarah's confident of success (Picture: Getty)

Is your name James or Sarah? Then, Tinder should be a breeze.

Happn, a dating app which matches you with people who cross your path most often, has done some research on which names are most attractive among online daters in London.

Basically, if you're blessed with one of these sexy monikers, likes and swipes shouldn't be a problem.

CHAPTER 5:
Top 40 Influential Tech Tweeters

With so many influential writers and commentators out there, keeping up with news, developments and opinions on the latest innovations can take a lot of time. Instead, we've narrowed down the top 40 influential techhies in the Twittersphere, whose snappy messages will direct you to all the tech content you'll need to keep in the know.

TECH TWEETERS

55

YOU MUST FOLLOW

TECH TWEETERS • YOU MUST FOLLOW
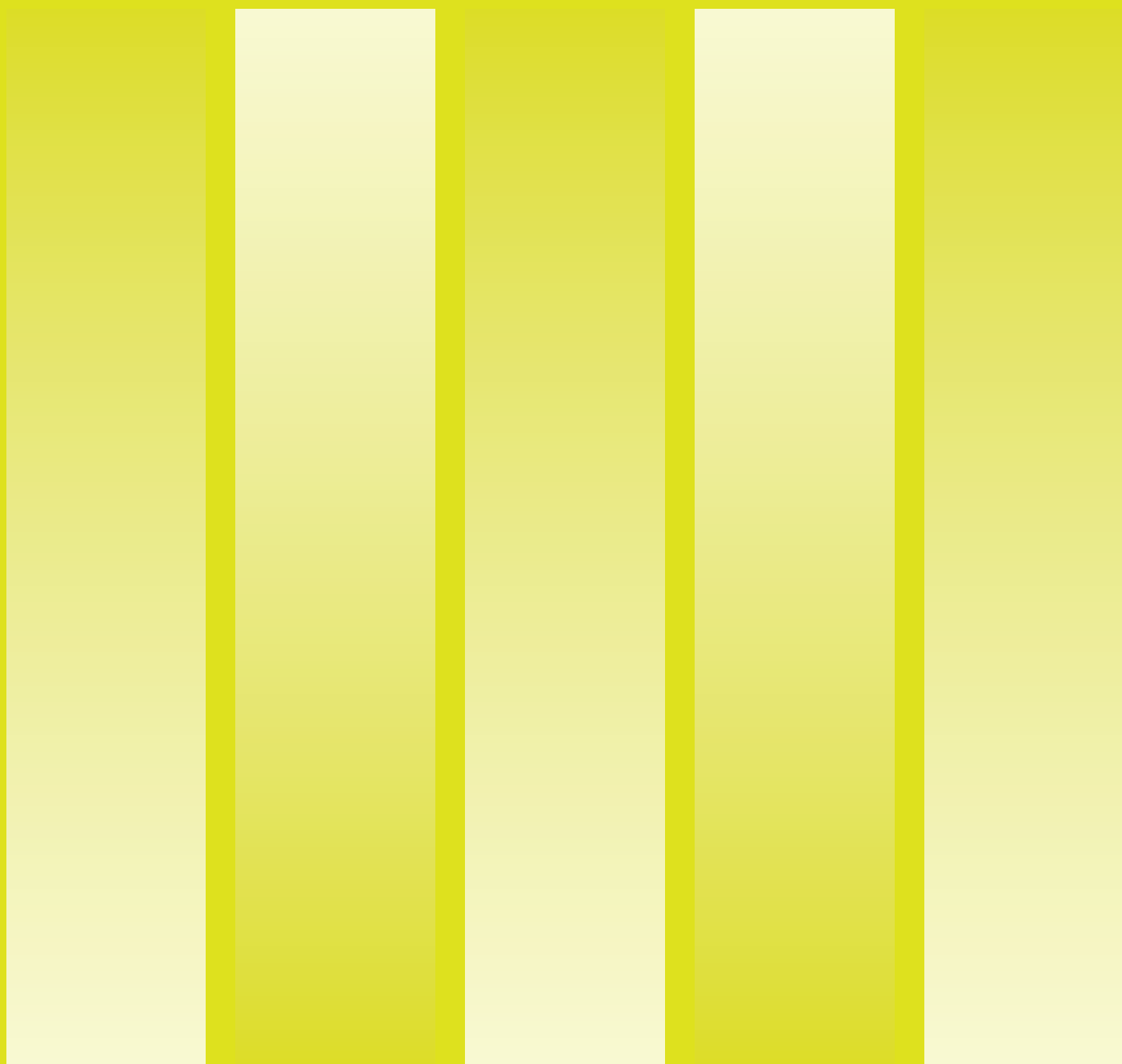
The following list represents some of the most influential tweeters in tech – from gurus and thought leaders to companies, journalists and publishers.

We've ranked our list in order of influence according to Peer Index's global influence score* and created a top 55 countdown revealing the tweeters we deem to be the biggest twitter key influencers at Tech.

* Peer Index score (PI) ranks how influential tweeters are globally 0 – 100 (the highest score). The PeerIndex algorithm recognizes the speed and quantity by which users spot, share (and thus endorse) content on any specific topic.

pha media
public relations agency

The PHA Group
@ThePHAGroup

Tweets	Following	Followers
5,305	1,875	4,267

The PHA Group is an award winning PR agency founded by chairman Phil Hall, former editor of the News of the World and now one of the UK's leading media experts.

Top Tech Twitter Countdown

55
PI:39
London Tech Week @LNDTechWeek 3,697
The official Twitter account for London Technology Week - June 15th-21st 2015 - celebrating #Tech through the power of events #LDNTechWeek

54
PI:47
MSN UK Tech @MSNTech 6,551
This account is now closed: please follow @msnuk for the latest tech, gadgets & games news, plus our editor @ paullamkin for live, expert tweets.

53
PI:51
Indy Tech @IndyTech 9,823
Technology news and features (with a bit of science thrown in) from @Independent

52
PI:51
AllThingsD @AllthingsD 194K
@AllThingsD is now inactive. For tech news & analysis, follow @WSJD. Find Kara Swisher, Walt Mossberg and their team at http://recode.net .

51
PI:52
Guardian Tech Weekly @guardiantw 6,014
Twitter home of the Guardian's Tech Weekly podcast with @aleksk @charlesarthur and @jemimakiss (see our Twitter list for the others) Send us @replies not DMs.

50
PI:57
TED Talks @TEDTalks 3.11M
The official feed for http://TED.com . Ideas worth spreading.

49
PI:59
Digg Tech @diggtech 39.9K
The top tech stories on Digg

48
PI:63
Yahoo Tech @YahooTech 24.7K
The most excellent tech news, reviews, and how-tos on the planet.

47
PI:63

Tech City News @TechCityNews 15.7k
Tech & Business news from London, the Digital Capital of Europe. Edited by @alexwoodcreates Email: hi@techcitynews.com

46
PI:64

Times Technology @TimeTech 12.8K
Times of London Technology News

45
PI:66

Telegraph Technology @TelegraphTech 45.5K
The latest news and reviews from http://Telegraph.co.uk 's technology team: @mattwarman and @scurtsy

44
PI:68

The Economist @EconSciTech 54.5K
Official Economist account for news and analysis on Science and Technology issues

43
PI:69

Tech Hive @TechHive 27.5K
We cover the most interesting consumer tech trends, from wearables to the connected home, car tech, mobile apps, and much more.

42
PI:75

TechRepublic @TechRepublic 93.6K
Empowering the People of Business and Technology

41
PI:76

Slashdot @slashdot 136K
Slashdot News Feed. News for Nerds, Stuff that Matters

40
PI:78

TWiT LIve @twitlive 73.8K
Watch round the clock tech news and information with Leo Laporte and friends

39
PI:79

Digital Trends @DigitalTrends 106K
Updates on the latest tech news and product reviews from Digital Trends.

38
PI:79

ZDNet @ZDNet 197K
Where technology meets business

37
PI:81

Patrick Norton @patricknorton 83.2K
The host of Tekzilla, Patrick Norton is a father of two, husband of one and tech expert to many. Loves the ocean, slow food, and drinks a lot of coffee.

36
PI:81

Mashable Tech @mashabletech 266K
The latest Technology & Gadgets News and Resources from @Mashable.

35
PI:81

BBC Technology @BBCTech 306K
The official account for the BBC technology news team.

34
PI:82

CNN Tech @cnntech 173K
CNN Tech news and musings.

Top 10 Twitter Engagement Tips

1

'Give Your Twitter Page A Personality'

People like people and using real images and injecting your tweets with personality and opinion will encourage re-tweets and engagement. If your account doesn't even have a profile image then don't expect huge engagement.

'Find Your Niche'

Find an area or niche where you have particular expertise and consistently tweet about that subject. This will help position you as an expert and you can redirect followers to longer posts on your blog/website.

33
PI:82

HuffPost Tech @HuffPostTech 202K
Where technology is anthropology. Email: technology@ huffingtonpost.com. Editors: @bbosker, @dino_grandoni, @alexiskleinman

32
PI:82

BGR @BGR 88K
The Three Biggest Letters In Tech.

31
PI:83

Joshua Topolsky @joshuatopolsky 144K
Editor, Bloomberg Digital, reformed producer, lover of creepy movies.

30
PI:84

PCWorld @pcworld 253K
PCWorld helps you navigate the PC ecosystem to find the products you want and the advice you need to get the job done. (We are not the UK retail store.)

3

'Tweet Regularly'

The more you tweet the more opportunities you will have to increase engagement. That said tweeting 50 times in an hour may be too much for your followers.

29
PI:84

NYTimes Bits @nytimesbits 187K
Tech news and analysis, plus interesting links and retweets from Times tech staff and friends.

28
PI:84

Cali Lewis @CaliLewis 215K
Professional Geek. Host of GeekBeat.TV. Tech Expert for ABC/CNN/FOX/SiriusXM. Speaker. Inspiring others to embrace their inner geek! And of course, bacon.

27
PI:84

Cult of Mac @multofmac 577K
Cult of Mac is a news site that follows everything Apple.

4

'Tweet During Peak Times'

As a general rule of thumb Monday – Thursdays (1pm – 3pm) are peak times. Avoid everyday after 8pm and Fridays after 3pm... unless there is a major breaking news story you want to comment on.

26
PI:85

Gina Trapani @ginatrapani 321K
Co-founder of @ThinkUp. Co-mom of small human. Co-host of This Week in Google and @AndroidShow.

25
PI:86

Chris Pirillo @ChrisPirillo 136k
Geek Culture Cultivator & Lifestyle Enabler. Educator, Entertainer, Entrepreneur. http://ChrisPirillo.com/ http://youtube.com/ChrisPirillo

24
PI:86

Gigaom @gigaom 252K
Gigaom is the leading global voice on emerging technologies. We aim to humanize technology and provide deep insight on disruptive companies, people and trends.

23
PI:87

MIT Tech Review @techreview 248K
The mission of MIT Technology Review is to equip its audiences with the intelligence to understand a world shaped by technology.

5

'Participate'

Reach out to tweeters and your followers. Engage with them and ask questions, answer questions and try to add value to the debate.

22
PI:88

thinkgeek @thinkgeek 847K
Cool products for technophiles, geeks, and the occasional monkey. Follow @thinkgeekspam for our new product feed.

21
PI:88

CNET News @CNETNews 385K
Follow CNET News for all the latest tech news.

20
PI:88

VentureBeat @VentureBeat 328K
We bring you news on what matters in the tech business world.

6
'Promote Others'

Retweet messages from your followers and also tweets from influencers you want to engage with.
Give credit where credit is due.

7
'Be Engaging'

If you want people to click on a link then make sure you craft your tweet. Grabbing headlines that refer to statistics/facts will entice viewers to click your link to read more. Simply saying "I've written a new blog" isn't going to engage an audience.

8
'Leave Space'

OK 140 characters doesn't give much too play with, but don't feel you always need to use every word. Leaving space will encourage retweeters to add a comment or @ mention someone

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19 PI:88

Techmeme   @Techmeme   213K
The essential tech news of the moment. Technology's news site of record. Not for dummies.

18 PI:89

Chris Anderson   @TEDChris   1.59M
Head of TED. Dreamer. Most days an optimist. TED = free talks on the web in Technology, Entertainment, Design & ideas worth spreading

17 PI:89

David Pogue   @Pogue   1.52M
Tech columnist, Yahoo; PBS NOVA host; Missing Manuals creator, dad of 3!

16 PI:90

BBC Click   @BBCClick   2.34M
The BBC's flagship tech show. Presented by @Spenley. Tweet us or include #BBCClick in tweets. Transmission times here - http://bbc.in/LLZ0wK

15 PI:90

ReadWrite   @RWW   1.42M
The latest news, analysis and conversation in all things web, tech and social media from the http://ReadWrite.com team.

14 PI:90

Kevin Rose   @kevinrose   1.47M
Husband of @summertomato, Co-founder at @north___. Partner at @GoogleVentures. Board member at @THF. Back in the day, founder of @digg, @revision3.

13 PI:87

Guardian Tech   @guardiantech   2.25M
News and comment from the Guardian's technology team

12 PI:88

Gizmodo   @Gizmodo   1.03M
Technologies that change the way we live, work, love, play, think, and feel. @rsorokanich is tweeting at you.

11 PI:90

Engadget   @engadget   1.05M
The definitive guide to this connected life.

10 PI:91

Biz Stone   @biz   2.18M
Co-founder of Twitter Inc., Co-founder and CEO of Jelly, Inc.

9 PI:91

BI: Tech   @SAI   1.31M
The latest digital business news from @BusinessInsider

8 PI:92

The Next Web   @TheNextWeb   1.16M
The latest international technology, business and culture news. Tweets by @MattNavarraUK and @MartinSFP.

7 PI:93

Fast Company   @FastCompany   1.26M
Official Twitter feed for the Fast Company business media brand; inspiring readers to think beyond traditional boundaries & create the future of business.

6 PI:93

Tim O'Reilly   @timoreilly   1.79M
Founder and CEO, O'Reilly Media. Watching the alpha geeks, sharing their stories, helping the future unfold.

9

'Please RT'

Using the phrase "please RT" will help you increase exposure and engagement through your followers

10

'You Can Tweet Content More Than Once'

Twitter moves extremely fast. Just because you tweet something once the chances are most of your followers won't see it. Don't be afraid to tweet about the same subject again.

5
PI:93

WIRED   @WIRED   3.12M
WIRED is where tomorrow is realized.

4
PI:95

NASA   @NASA   7.33M
Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).

3
PI:95

A Googler   @google   8.84M
News and updates from Google

2
PI:95

Mashable   @mashable   4.29M
News, resources, inspiration and fun for the connected generation. Tweets by @mashable staff.

MOST INFLUENTIAL — 1 — TECH TWEETER

TechCrunch
@TechCrunch

Tweets	Following	Followers
79.1K	873	3.78M

Breaking Technology News And Opinions From TechCrunch

PI:95

TechCrunch is one of the world's leading resources for the most important and innovative tech news. Their reporters are known and followed by not only the general public but also other media as they're seen as the guys to break a lot of the biggest stories. It is no surprise that coverage, or a recommendation, on TechCrunch can spread virally within hours.

There is a variety of other media outlets that disrupt the industry, have equally strong journalism and industry contacts, and are also vying for that #1 slot, but for me TechCrunch is the current tech king. However, such is the dynamic, fast-paced nature of the industry that it could change through one simple Twitter post or Facebook update.

CHAPTER 6:
13 Influential UK Tech Blogs You Must Follow

Just like the influential tech tweeters, there are countless great UK tech writers out there in the blogosphere.

The below list represents 13 UK tech blogs that are not just influential, but are full of fantastic content, articles, reviews and updates on the latest trends. While many of these blogs are well known, we've also included one or two that you may never have come across before – but that we think ought to be on your tech radar.

Without any further ado, here is our top 13 list:

Top 13 UK Tech Blogs

1) Jason Slater

www.jasonslater.com @jasonslater

Jason runs his self-named blog, specialising in the productivity and efficiency of technology, as well as smart energy, big data and large-scale applications. His blog is full of reviews and fun things for people of all ages to get engaged with. Jason runs his blog with Sharon Stringer, who writes articles for the blog about gadgets, mobile apps and practical data. He has over 5,000 followers on Twitter, running a fantastically versatile tech blog.

2)   Becca Caddy

Editor of www.shinyshiny.tv @beccacaddy

Becca is the editor on a London based blog called ShinyShiny. This is a tech blog aimed at women and foucses on how technology is enriching the lives of women. The site was created in 2004 and since then has gone from strength to strength, becoming one of the most influential technology blogs for women in the UK. Initially set up to inform women about gadgets that they might find of interest, ShinyShiny has been successful for the last 10 years and now specialises in the way technology is integrated into the everyday lives of women. Editor Becca is especially interested in gadgets and how they can help women get fitter, creating a truly inspiring and current blog that shines in this male-dominated industry.

3)   Ben Gillbanks

www.binarymoon.co.uk @binarymoon

Ben is a WordPress developer, web-designer and a part-time online entrepreneur. He also works for Miniclip.com as Web Developer. He has a variety of different websites, but his most famous, Binary Moon, has received 150,000 hits a month since it was set up in 2005. He blogs about all things technical, acting as a source of information for web designers, WordPress users and the like. He also blogs about game releases, technology accessories and film releases, proving to be an all-round tech blogger and a generally cool guy. His heavily influential tech blog and his versatility as a blogger, web developer and WordPress expert has put him as a high contender on our list.

4) V3 – the frontline blog

http://www.v3.co.uk/blog/the-frontline-blog/ @v3_co_uk

V3 bills itself as "Insight into the latest tech news from V3.co.uk's team of reporters", making it a great recourse for tech companies interested in the latest trends, news and stories effecting the industry. The blog covers a broad range of topics, although the updates are sometimes not as frequent as other blogs mentioned in this list. That said, it's a useful resource and well worth being aware of.

5)   Graham Cluley

www.grahamcluley.com @gcluley

Graham has been working in the computer science industry since the 1990s and has worked for a variety of IT software programmes, including Sophos and McAfee. Before deciding to run his own blog, Graham was the editor of the Naked Security blog, receiving 1.5 million views a month. Nowadays, he is an independent computer security analyst. Having been an avid blogger since 2009, he has won a multitude of awards for his tech blog, including Twitter User of the Year in 2009 and 2010 and Best Security blogger in 2011, it is clear that Graham has influenced a lot of people in the world of technology, placing him highly on our list.

6) Mighty Gadget

http://mightygadget.co.uk/ @mighty_gadget

The Mighty Gadget blog is a great site for news, reviews and features about tech gadgets relating to the UK market. They regularly review new products which is a great opportunity for businesses looking to launch a new gadget or app – remember though they are an impartial, quality site and so you should keep that in mind when submitting a product.

7) Which? Tech Daily

http://blogs.which.co.uk/technology/ @WhichTech

Which?'s Tech Daily blog is fed by their tech journalists who write for Which? magazine and Which? Computing. It offers companies fantastic exposure when it comes to product news and reviews – however, it should be noted that the blog prides itself in "filter [ing] out the hype" so be warned as reviews can be cutting. As a hub of information though, Tech Daily is right up there. They publish the latest news and live coverage from all the Tech shows and regular useful hints and tips.

8) Al Carlton

www.coolgadgets.com @alcarlton

 Al set up Cool Gadgets in 2005 when he was working in IT, before giving up his job to become a full time tech blogger. He has a massive audience, approx 72,000 people from around the world read his blog. Since setting it up it has gone from strength to strength, and he now has a further four members of staff working on his blog. They specialise in blogging about the latest gadgets, as Al loves gadgets and the internet so wanted to combine the two together to create his brainchild, Cool Gadgets. Since then he's set up another two blogs: SelfMadeMinds and FoolishGadgets, an insight into how much he loves tech blogging. With a big global following on his blogs and Twitter, this guy is a firm favourite in the blogger sphere.

9) Cory Doctorow

Editor of www.boingboing.com @doctorow

Cory is the editor of global blog Boing Boing, which was co-founded by Mark Frauenfelder and his wife Cara. Boing Boing was originally a magazine but was later converted into a web blog specialising in weird and wonderful things found in technology and culture. Cory is well known as a science fiction author, and has written novels such as For the Win and Little Brother. He has written for many magazines and newspapers including The Guardian, Wired and Publishers Weekly. He is a digital activist and co-founder of the Open Rights Group, a group protesting to protect people's digital rights in this digital age. He now runs his own blog as well as editing Boing Boing, and has 325k Twitter followers. You can find his blog on his Twitter @doctorrow.

10) Peter Rojas

Co-founder of Gizmodo and Engaget, http://roj.as/ @peterrojas

Peter was educated at Harvard before receiving a Masters in English Literature from the University of Sussex. Peter worked for Red Herring magazine for two years before co-founding Gizmodo and giving up his job to work on the blog full time. Now Gizmodo is owned by Gawker Media, and he has also sold off his other blogs – Engaget and Joystiq to AOL. Today he writes his own blog, Peter Rojas, as well as having a strong following on Twitter, with his bio saying 'Stop me before I start another gadget site,' showing that he is a strong influence in the world of technology, which puts him firmly at towards the top of our list.

11) The Financial Times Tech Hub

http://blogs.ft.com/tech-blog/

The FT Tech Blog links to the main FT.com site, meaning that you will be asked to register to read their blogs. That minor interference aside, the FT Tech Blog comprises full in-depth expert articles and features written by senior journalists in both the US and the UK. Posts range from news stories about the latest Apple releases to detailed features on new Kickstarter innovations and the latest news in the world of social media.

12) telegraph.co.uk

Blog – http://blogs.telegraph.co.uk/technology/

The Telegraph's Technology Blog contains many contributions from guest bloggers and tech experts from around the world. Pitching an article/feature to the blog, therefore, could be a useful technique for raising your own personal profile – providing of course you have something truly interesting, thoughtful and insightful to offer. Like the FT and Guardian blogs the posts are extremely well written and cover multiple topics impacting the Tech sector.

13) guardian.co.uk

Technology blog

The Guardian's tech blog offers regular, daily updates and analysis covering the latest development in tech. The blog is run by Charles Arthur, the Guardian's technology editor, who covered science, technology and health at the Independent for nine years. Charles' blog is well followed and he has a personal Twitter following of 58.7k.

Final Thoughts

The coverage of tech brands in the press is varied and ever-changing. With thousands of brands competing for journalists' attention around CES and beyond, getting your offering noticed and credited consistently amongst all the noise is a real challenge. We hope that with the tips and tricks outlined in our Ultimate Guide it will be easier for you to get your brand the recognition it deserves.

Five things to take away from this book:

- Use a variety of outreach strategies to maximise your potential for coverage – case studies, data stories, company news, product reviews, social media, thought leadership and jumping on the news agenda all work together to create a cohesive PR approach

- PR can be a great way to humanise an otherwise faceless brand. Use every opportunity to push the people behind your company to the fore

- Social media is a valuable tool and a dedicated, consistent and maintained drive is necessary to ensure you have a voice

- There are thousands of apps competing for column inches – make yours stand out by thinking about the insights that your data can offer that would make a compelling headline

- There are some fantastic tech influencers on social media and creating their own blogs. Follow some of the most influential to make sure you are always up to date on the latest conversations across the industry

Do you need help raising the profile of your tech business?

What We Do:

The PHA Group's Technology & Innovation team are dedicated to working with businesses at the cutting edge of their sectors and have successfully delivered campaigns for a range of clients, from app development companies to software, telecoms and mobile technology businesses. We are leaders in Tech PR and our campaigns are aimed at inspiring and engaging our client's audiences, whatever industry they happen to be in. Technology is no longer for tomorrow: it is here today.

Some of the clients we have worked with:

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