

Data driven PR

Transform your data into stories that influence, inspire and lead your industry.

A narrative built from your data

Almost every business working in the built environment is generating more data than ever before. But data alone doesn't win hearts or headlines.

We transform your insights into compelling stories that:

- Position your brand as the authoritative voice in your sector.
- Demonstrate how your business drives progress, efficiency and sustainability.
- Differentiate you from competitors by making complex insights accessible, human and headline-ready.

Smart communications that reach the right audiences

We combine your data with our deep industry knowledge to create PR programmes that cut through:

- Research: Analyse your data and identify newsworthy statistics and trends
- Media: Translate analysis into press-ready insights, thought leadership and commentary that resonates with trade, national and specialist journalists.
- Industry influence: Secure your experts on panels, webinars and podcasts to place you at the centre of debates.
- Decision-makers: Build credibility with stakeholders and regulators through clear, insight-led communications.

Data Driven PR essentials

Communications tools to suit your requirements including:

- Media toolkit with key messages, briefing notes and visuals.
- Journalist and stakeholder briefings to deepen relationships.
- Research insights from open and third-party data sets to enhance your narrative.
- Bespoke reports, infographics and blogs that make complex insights engaging.
- Social content tailored to professional audiences.

Optional bolt-on: Empowering your experts

We help your specialists become the **go-to commentators** in your sector:

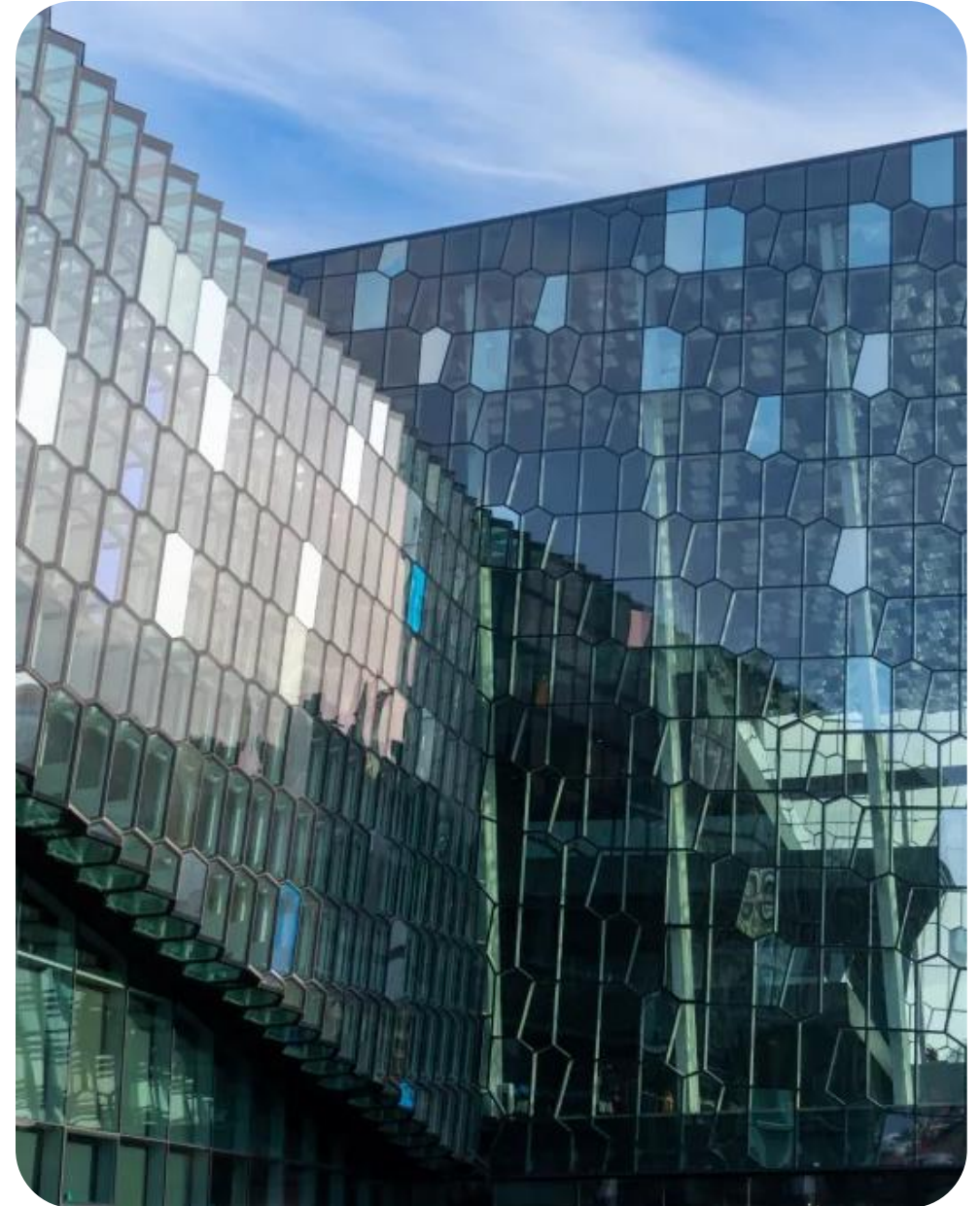
- Content development and speech support for spokespeople.
- Training to translate technical data into accessible messages.
- A clear strategy for building trusted personal profiles.
- Training and support to develop social media profiles.

Why LMC?

- Specialists in data-driven PR for the built environment.
- Award-winning track record: our campaigns have secured hundreds of high-value media mentions across national, trade and specialist outlets.
- Deep expertise in turning analytics into communications that deliver measurable results.

Our approach to delivery:

- Initial Strategy Workshop: Explore your business goals, develop objectives and scope out your data sets in order develop a long-term strategy for your data driven PR.
- Core programme: Deliver a minimum six-month programme to turn your data into newsworthy narratives and deliver a programme of PR activities in line with objectives.
- Optional bolt-on: Provide personalised advice and guidance for your experts to help them become industry thought leaders



Case Study

How LMC positioned Barbour ABI as a trusted data provider on industry performance in national and regional media.

We transformed Barbour ABI's data into engaging editorial content, combining data analysis, media monitoring, and a rapid response workflow for breaking news.

On the day of the ISG collapse, we ensured Barbour's data was with national journalists before 9.30am. Media results included 268 media mentions for Barbour ABI - up from a monthly average of 30, across the BBC, national media and key trade titles.

Our *BBC News* top-of-site lead story on data centres generated almost 700k online views and 1,818 user comments. It featured in 7 TV shows and 35 high-profile publications.

Barbour ABI ran its best-attended webinar, securing almost 500 sales leads. New customers cited seeing Barbour ABI in the news as a key buying influence.



" PR like this helps us win deals - we won a big consultancy project last week and they cited seeing us in the news all the time as an influencing factor."

Kate Perrin, Group Marketing Director,
Barbour ABI

14.1m

Online coverage views in 2024, a
683% increase on 2023

28m

Potential reach from
broadcast coverage

Thank you

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Please contact us for further case studies or references.
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