

PR Maximizes M&A Value

By Steve Schuster, CEO

Technology Public relations is not just about getting products in the media. *It is the key to engineering the perception that your company is a leader, an innovator, a market disrupter.*

Good PR provides a powerful way to giving investors evidence of added intrinsic value that goes well beyond your balance sheet or forecasted future earnings.

And because large companies are often “strategic buyers,” the best possible impression of a business must be engineered to create maximum market impact, maximum desirability and the highest possible market value.

Raise Your Company’s Public Profile to Maximize Market Valuation

Understanding that market perception is a crucial corporate asset has begun to take hold among savvy executives. Emerge, an M&A broker, lists twelve steps to maximizing a company’s market valuation.

Step seven on the list is:

- **“Raise your company’s public profile.”**

Emerge explains that strong, positive publicity adds value beyond just exposure within your trade customer audience. *Emerge concludes with the final advice on maximizing market valuation:*

- **“Invest in a reputable PR firm to make sure your company gets noticed.”**

Reputation & Brand Image Count - Don't Overlook Your Intangible Assets

While the value of a reputation is less tangible than property, revenue or cash, more experts are arguing it is possible not only to quantify it but even to predict how image changes through PR will improve a company's share price or M&A market value.

Research conducted by the International Association of Business Communicators found a strong link between a company's ability to leverage its internal and external communications – an intangible asset on the balance sheet – with a favorable market valuation, saying, “Wall Street is now more interested than ever in the value of intangibles,” like brand perception.

Every company should *spend as much energy engineering the market's perception about them as they do engineering their products* – every percentage point in increased perceived value will pay back those PR efforts handsomely.

[Steve Schuster](#) is CEO of [Rainier Communications](#), a leading U.S. technology-marketing agency that has been the creative force behind hundreds of PR campaigns for a wide variety of high-tech innovations from Fortune 500 to start-up companies. With BSEE and MBA degrees, Schuster served in various management-level roles throughout the high-tech industry. He launched Rainier in 1993 with a vision of providing technology companies with a credible resource for communicating “complex” technologies to the marketplace.

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