

Your Great Technology Just Might Be Worthless

By Steve Schuster, CEO

Technology entrepreneurs, engineers, inventors and developers who *want to make a real success* of their hard work have got to execute professional PR programs, specifically designed to *transform technological invention into business innovation*.

Transforming inventions into innovations is how money is made, and those transformations are the responsibility of your marketing team and your PR agency partners. And that's why for *truly* great technology companies, public relations *never* comes as an afterthought.

Without great technology PR, every great innovation is worth *less*, and maybe even worthless.

Here's what the success equation looks like:

Invention + Market Awareness = Innovation

- *Inventions* are "new concepts or products that come from ideas or from scientific research."
- *Innovation*, on the other hand, is the *commercialization* of inventions.

Even a truly great invention (intellectual property) may have little or no economic value without PR. And that PR has to be strategically conceived and tactically executed with just as much effort, intelligence and investment as was required by the R&D that made the invention itself.

Innovation management is not only about creating a technology for the market, but also about creating a market for the technology.

To accomplish this, you will need a technology PR agency that is bold and truly knowledgeable about your technology and your market. Your PR agency has to be right there with you in understanding how your technology affects, and is affected by the overall market ecosystem.

Because without a *full comprehension* of the *technology* and its market *context*, it's pretty much *impossible* to communicate that technology's value to the marketplace.

We are all educators

Remember, no matter what your product is, you are ultimately in the education business – that's marketing.

The world needs to be constantly and clearly educated about how you will *improve their lives with your technology*. And that's what good, credible public relations programs are all about.

- **Education.**
- **Engineering perception** in the marketplace.
- **Engineering changes** in market behavior.

PR, when done right, is a well-defined and proven process by which *your company shapes the perception of value* for your potential customers through industry analysts and a wide range of media. Your PR has to be a full program that is credible and that is sustained over time.

- (*PR does not stand for "press release!"*)

Your PR program has to be strategically managed and executed so you can create the market awareness you need to transform technology into money.

Find a technology PR agency partner that:

- *Understands* your technology and its market context
- Has the right *connections* to influence the influencers in your market
- Has the *experience*, discipline and knowledge to make your PR investment pay off
- Has the ability to strategically advise you – an expert partner who will guide the process, not just take orders
- Demonstrates *sustained success* for a wide range of technologies and markets over a long period of time
- Has client *relationships* measured in years, not months
- Can speak *credibly* on your behalf to the marketplace

If your company makes finding the right technology PR partner a high priority, you are going to find that you are already positioned way ahead of your competition.

[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.

Rainier Communications is headquartered outside of Boston and has a business development office in Kadima, Israel.