

equations

# What Every CMO Must Know

Today to Avoid Wasting Millions on PR



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## PR Isn't Dead. **But Bad PR Is.**

Brands burn millions on **noise, unread press releases, random influencer tie-ups, and spend that vanish.** The result?



Truth: **One powerful story** beats ten forgettable placements.



## **INFLUENCERS ≠ INFLUENCE**

Viral content **creates buzz, not trust**. Audiences want authenticity, not ads in disguise.

Truth: Influence comes from **credibility, consistency, and communities** not follower counts.



### **Data is the New PR Currency**

Everyone wants proof – **Journalists, Customers, Investors**.  
Creative storytelling without numbers falls flat.

**Truth: Data builds trust faster than any tagline.**

## SOCIAL PROOF > AD SPEND

### Social Proof > Ad Spend

People trust people not brands. **Reviews, case studies, and organic buzz** convert better than paid campaigns.

### PR needs patience

PR wins through momentum, not one-off bursts. **Consistency compounds.**

Truth: Without social proof, PR is just noise.

Truth: PR isn't a cost centre, it's a long-term growth engine.





# CMOS DON'T NEED MORE PRESS RELEASES

The real issue? PR that looks good but achieves nothing.

1. **60%** of CMOs can't measure PR ROI
2. The **\$3.5M** Coverage Waste
3. PR That **Triplies** Investor Interest

**The shift: PR isn't "press." It's profit with reputation.**

In 2025, the real PR risk isn't overspending but having no strategy and losing your narrative to competitors.





## YOUR NEXT STEP: TURN PR INTO REAL ROI

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At Equations PR & Media, we help brands stop wasting money on noise and start building PR that actually drives results: **Credibility, Visibility, and Trust** that compounds over time.

If you're a CMO or founder who's done with guesswork and wants PR that **aligns with business goals, not buzzwords**.

### Here's what a 30-minute session with me looks like:

- ✓ **10 minutes** — Understand your challenge  
Where your PR is leaking impact and budget.
- ✓ **10 minutes** — How Equations turns PR into performance  
Real examples of how we've helped brands build authority and measurable outcomes.
- ✓ **10 minutes** — Your custom roadmap for your company  
A simple, clear plan on how your brand can stand out and own its narrative.

If you're ready for PR that works, not PR that just looks good, this is where it starts.

[\*\*BOOK YOUR FREE STRATEGY CALL\*\*](#)