

# Focus On: Analyst Relations

## 20 Questions to Guide Your AR Program



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Analyst Relations (AR) is always an important facet of any B2B marketing effort. It often lives under the purview of public relations, but some firms DIY based on pre-existing relationships with analysts. Often it takes someone very savvy about how to message to this audience, clearly articulating the compelling story and how to uncover hidden opportunities, often among the smaller, boutique analyst firms. There are generally always ways to further optimize AR efforts.

If you are considering incorporating or expanding your analyst relations program, utilize these questions to help formulate what you have covered and where you may have gaps.



### Business Strategy & AR

- 1 What is your analyst relations strategy?
- 2 What analyst category/categories do you fit into?
- 3 Are you only focused on the major industry analyst firms (Gartner, Forrester, IDC) or do you have interest in more niche firms (HfS, Ovum, Frost & Sullivan, etc.)?
- 4 What aspects of AR do you want to leverage (vendor briefings, inquiries, content)?
- 5 If AR is a pie, what portion is devoted to vendor briefings, inquiry, and content reviews?
- 6 What is your analyst event strategy (webinars, symposiums and conferences, etc.)?



### Responsibilities & Communication

- 7 What team internally owns AR?
- 8 Who are your primary spokespeople?
- 9 How will you manage and build relationships with your core analysts?
- 10 Who is the corporate liaison with the analyst firm?
- 11 Who are your seat holders if you subscribe?
- 12 Who will be responsible for keeping up to date on most recent analyst notes/reports and sharing with relevant people in the organization?



## General Considerations

- 13 How will you manage AR? Internal role or outsourced agency?
- 14 How will you measure the impact of AR?
- 15 Do you understand engagement rules for each of the firms you want to interact with?
- 16 Do you know how your efforts compare to others in the industry?



## The Money Questions

- 17 Will you pay an analyst relations firm for a subscription and/or content?
- 18 What's your AR budget and how does it differ from PR? Is PR managing AR?
- 19 How will you incentivize customers to participate in analyst briefings and inquiries?
- 20 How will you ensure that you get the full benefit of a subscription?



Working through these questions can be tough. Most organizations will find they have gaps, or decide that leaving this to 'the experts' is the best path forward. This is just the start of creating a strong and fruitful AR program. It takes a concerted and continual effort on a number of fronts before firms see a payoff, but having analysts on your side and bought into your vision and story can fuel a company's rise to the next level.

**Looking for some support to begin or optimize your AR program?**

**CONTACT US**

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