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Should Companies Tell Stories?

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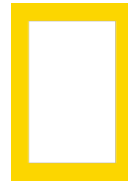
New York media critic Andrew Sullivan says No!

“What troubles me most about “native advertising” is not just that it’s a corruption of journalism, but that, once this principle has been conceded, there’s no stopping the web from becoming a seamless stream of p.r., advertising and journalism, in which it is increasingly impossible to tell any of them apart.”

Some of his peers appear to disagree and have used original brand stories and art in their publications:

WIRED

GIZMODO



**NATIONAL
GEOGRAPHIC**

Forbes

The New York Times

Daily Mail

BusinessWeek

Don't Be Afraid. The Content Factory is So Last Century

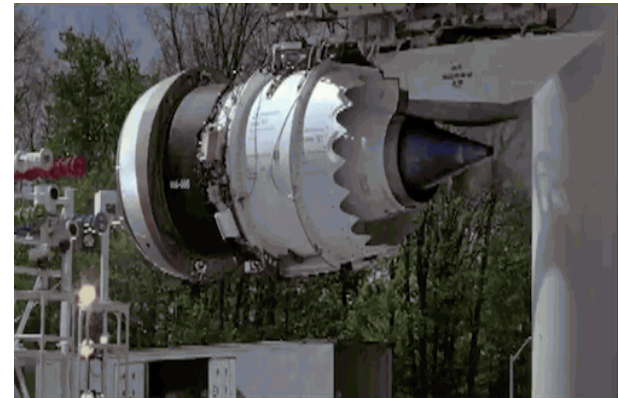




Don't Sell, Inspire

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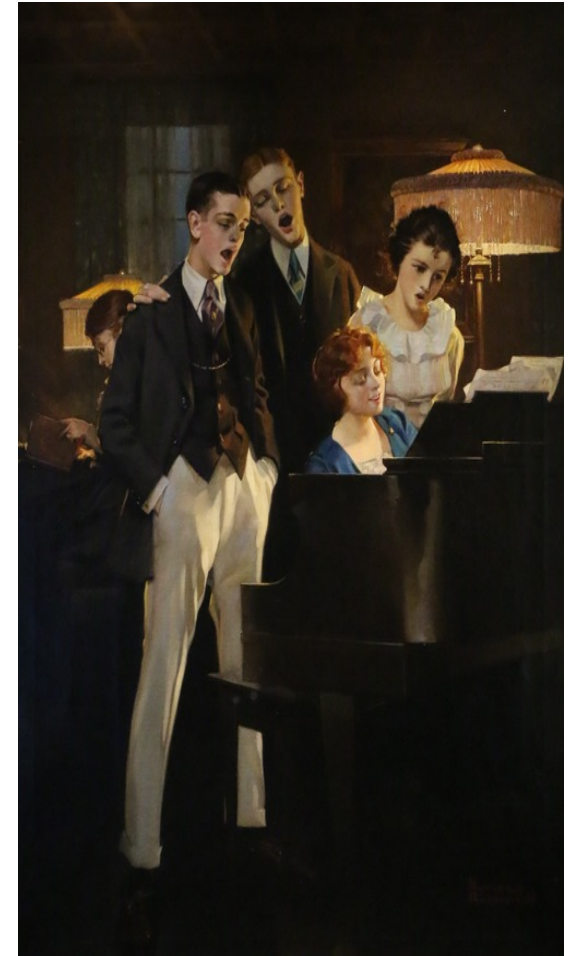
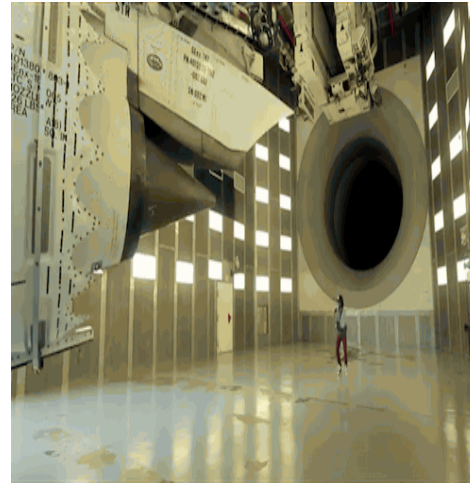
What is your unique skill?



Show Your Enthusiasm

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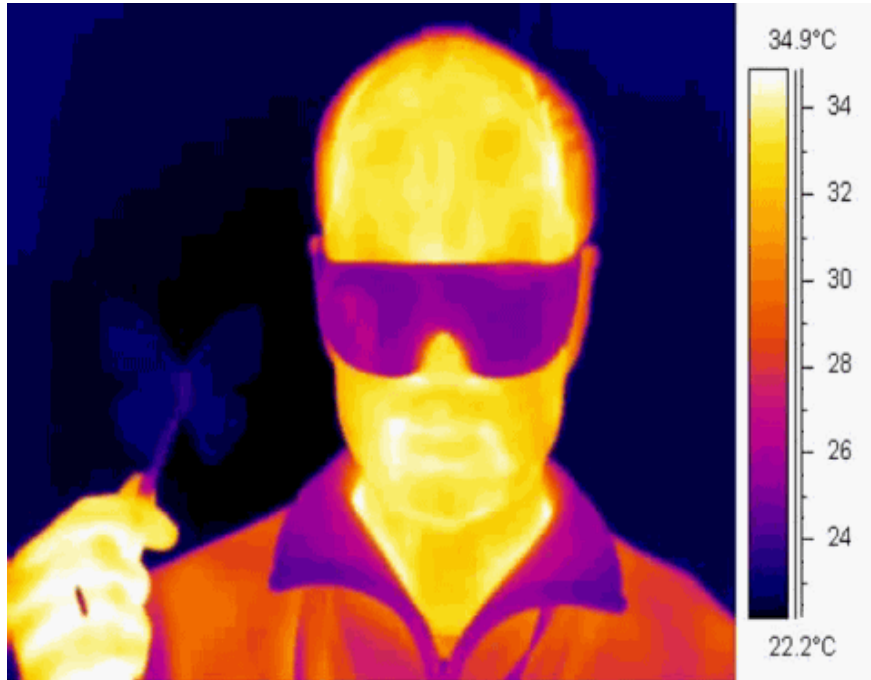
Create moments and find hidden gems inside your company



People, Not Machines

Behind every product is a person

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Embrace Challenge

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Your products are solving your customers' problems





Damn SEO, Tell a Good Story and Build Your Own Distribution

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Capitalizing on media's paradigm shift

GE Reports Success: Indoor LED-Powered Industrial Farm for the Future

With the right tools and strategy, we can tell our own story
Just one story achieved...



600,000 page views

3,000 comments

90+ business leads



Owned Channel
600,000 page views



Viral Social Pickup
5,000+ shares



Traditional media
WaPo, NatGeo, and dozens of other pickups



The Takeaways

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- Think Like a Journalist
- It's About People
- You Need a Challenge
- Messaging Kills
- Inspire, Don't Sell

Thank You!

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