

Onclusive

How Siemens Uses Data-Driven Pitching and Media Relations to Shift Their Communications Strategy

SIEMENS





About

Siemens is a global technology company focused on industry, infrastructure, transport, and healthcare. What started as a small workshop in a backyard in Berlin has grown into a company with 293,000 employees and 200 locations worldwide. From more resource-efficient factories, resilient supply chains, and smarter buildings and grids, to cleaner, more comfortable transportation and advanced healthcare, Siemens creates technology with purpose adding real value for customers. By combining the real and the digital worlds, the company empowers their customers to transform their industries and markets, helping them to transform the everyday for billions of people.





Challenges

In response to the complexity and dynamic nature of modern media relations and storytelling, communications professionals are looking for solutions that can help them build relationships with the right authors and break through the clutter with impactful pitches.

That's why Siemens started a search for a PR data and technology partner to address their key challenges, including navigating the fragmented media landscape and shifting brand perception from a traditional engineering company to what they actually are – a technology company.



Siemens' key needs included:

- Building relationships with journalists in the technology sector around the globe
- Identifying the most compelling topics and angles around their technology capabilities
- Understanding the impact of their new strategies and optimizing campaigns in real-time

Anne Keogh

Head of External Relations, Siemens

“The speed and the scope of modern communications have gotten to the point where we need to use the intelligence from tools like Onclusive to sharpen our swords. It’s a really exciting time to have the capabilities we now have, and the beauty of working with Onclusive is that they made all of this sophisticated technology and robust data really easy to use. PR tech continues to help us overcome our biggest challenges, such as media relations with the vast numbers of authors and influencers in multiple key geographies.”





Solution

Siemens selected Onclusive's comprehensive consultancy and media relations, monitoring and analytics platform for its access to advanced data about journalists, bloggers and influencers worldwide, tools to effectively communicate with authors across global teams, advanced technology to automatically track and measure pitch effectiveness and journalist engagement, and data-driven strategy consulting.



Siemens is using Onclusive in multiple ways to drive communications success:




Shifting their media targets at a global and regional level to journalists who write about technology, not just engineering, topics





Collecting information on new target journalists and stories that get published by them, pinpointing relevant authors who are not yet writing about Siemens, measuring results, and identifying who drives impact



Elizabeth Bernstein 📍 USA ✔ Verified
at [The Wall Street Journal](#)

Also appears in
[The Wall Street Journal](#) (53) [cn.wsj.com](#) (2) [Livemint.com](#) (1)

Save to List	56 Number of Articles	50k Total Shares	33M Reach	51% Influencer Score
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Pitch Lists [Healthcare Reporters](#)

Primary Beats [Health > Mental Health and Social Care](#)

Twitter Bio
Wall Street Journal reporter. I write a column on relationships & am working on a book for @Simonbooks. I ❤️ people, reading, sailing, scuba & all things ocean.

Contact Information	Social
✉ elizabeth.bernstein@wsj.com Primary	🐦 Twitter
☎ 212-416-2500	📘 Facebook
	🌐 Blog/Profile
	📘 LinkedIn
	📷 Instagram





Packaging their pitches by using Onclusive's Newsroom to ensure great-looking content and privacy compliance, showcase their communications, make it easy for journalists to download assets, and automatically connect pitches and press releases to coverage to measure results

The screenshot displays the 'Related coverage' section of the Onclusive Newsroom interface. On the left, a 'Distribution' sidebar is partially visible, showing a date '07/02/2022 09:13' and a list of related terms including 'ramme engineering astrazeneca industries siemen', 'es rob study saint gobain formula zeeco europe sc'. The main area features five news items, each with a source logo, title, date, and confidence score. All items are attributed to 'PRGLOO'.

Source	Title	Date	Confidence
Smart Futures	Degree apprenticeship programme helps 60 engineering careers	10 Feb 2022	102%
FE News	Siemens' pioneering degree apprenticeship programme supercharges 60 engineering careers	8 Feb 2022	103%
DPA Magazine	Siemens supercharges 60 engineering careers with pioneering degree apprenticeship programme	7 Feb 2022	104%
Manufacturing Management	NAW 2022: Siemens apprentice scheme helps supercharge 60 careers	7 Feb 2022	102%
Process and Control Today	Siemens' pioneering degree apprenticeship programme supercharges 60 engineering careers	7 Feb 2022	104%

At the bottom right of the interface, there are two blue circular buttons: one with a share icon and one with a plus sign.



Anne Keogh

Head of External Relations, Siemens

“With Onclusive’s Newsroom, journalists have everything they need to tell your story – high-res pictures, videos, infographics, all the background information and data. Your content looks beautiful, and it also makes everyone’s lives easier. Journalists much prefer to receive a link to a story on our site rather than an email with attachments. And the Newsroom is so user-friendly that even those of us who are not well-versed in technology can upload and amend content quickly at any time without having to get IT or web specialists involved.”

The screenshot shows the Siemens Media Centre website. At the top left is the Siemens logo. To the right is a 'Contact' link. Below the logo are navigation links for 'Products & Services', 'Market-specific Solutions', and 'Company'. A breadcrumb trail shows 'Media centre'. The main content area features a large hero image of a city at night with a network overlay. A blue callout box on the left of the hero image contains the text: 'Thursday 6 January 2022', 'Siemens: Trends in energy and infrastructure for 2022', and a right-pointing arrow. Below the hero image is a horizontal navigation bar with links for 'Media Centre', 'News', 'Events', 'Resource Library', and 'Contact Us'. The 'News' section is active, displaying three news items:

- 24 Jan 2022**
Top tips for a greener more sustainable 2022
"Decarbonisation is a journey and like all journeys, it starts with making a first step and then the next. The critical thing is to start the journey and to start now," says Carl Ennis, CEO of Siemens UK. Siemens globally has reduced its
- 19 Jan 2022**
Future engineers on right track after Siemens' sustainable transport
Students and graduates from 15 UK universities in SustainaCity Racer challenge
22 offered access to early career opportunities after the two-day virtual event
- 14 Jan 2022**
James Murnieks appointed as CFO Siemens UK and Ireland
Siemens plc has announced that James Murnieks has been appointed as Chief Financial Officer (CFO) for Siemens UK & Ireland, succeeding Angela Noon who leaves Siemens at her own request on 8th March 2022.





Adjusting targeting and pitching based on real-time performance data to improve engagement with the journalists who have an interest in writing about their technology solutions, such as Cybersecurity, Artificial Intelligence (AI) or the Internet of Things (IoT)

One recent example is an ongoing PR campaign about using cost-effective Siemens AI to help water companies anticipate where the next leak is likely to occur, which gives them time to take action against sewage spills into the rivers and the sea. Given the current focus on the environment and sustainability, it's easy for journalists to write the “big bad water company story”. However, Siemens continues adjusting their strategy to engage those authors who will put their AI and IoT solutions at the heart of the story.

The communications team at Siemens is also transitioning to Onclusive's full PR CRM to access all of their media contacts, campaign tracking and correspondence with journalists in one place, see and report on the specifics of how journalists are engaging with them, and nurture hundreds of these relationships internally vs. relying on agencies. The Onclusive platform is enabling Siemens to automate their day-to-day tactical PR work and focus more on storytelling, relationship building and developing future strategies.





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Onclusive is a global partner for PR and Communications success. We bring together Kantar Reputation Intelligence, the largest media monitoring and measurement service in Europe, with the best-in-class media relations tools of PRgloo, and Onclusive's own powerful AI and data science. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.

For more information, visit onclusive.com, email info@onclusive.com, call [\(415\) 545-8247](tel:(415)545-8247) and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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