



Your Guide to Announcing Your Acquisition of Another Company

How to use public relations to control and propel the message surrounding your acquisitions of other companies



Introduction

Making an acquisition is an exciting time for any business. Not only does it show momentum in the market with your newly-expanded capabilities and reach, but publicizing the feat gets you in front of new potential investors, segments and customers.

After months of assessing, courting and finalizing the acquisition of another company, it's finally time to let the external world know. So, where do you start?

Your PR team will play a critical role in positioning the acquisition to the media in the right way. From [generating coverage](#) with industry-focused publications that your customers and prospects will see to [creating chatter your teams can share on social media](#), announcement day will be chock full of exciting buzz.

What You'll Learn From This Ebook

- How to prep your PR team for an upcoming acquisition and what information to share
- How to get the most out of your acquisition announcement
- What you should expect from your PR team in terms of deliverables and [media outreach](#)

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Communications Prep: The Acquisition Is Being Finalized

When should you tell your PR team?

It's never too early to give your PR team a heads up that an acquisition is around the corner. You are under NDA with your firm, so letting them know as soon as you are alerted gives them the necessary time to prepare.

As you begin drawing up the paperwork, your PR team will ask for a call to understand the "why" behind the acquisition and draft a press release and announcement messaging. Once you have a signing date in sight, your PR team will set an announcement timeline with ample time for prep and several business days [for embargoed pre-pitching](#), if this is an agreed-upon strategy.

You'll have several questions to answer so your PR team can shape the announcement strategy and press release messaging. These include:

- Who are you acquiring? (give details about location, number of employees, primary customers, etc.)
- When will the acquisition be finalized?
- Why are you making this acquisition?
- How will this acquisition augment your business?
- Will you be disclosing the terms of the acquisition?
- What does this mean for your company's existing customers, and those of the acquired company?
- How does this acquisition change the competitive landscape and impact the market at large?
- Will the acquired brand be rolled into yours, or will they act independently?

Additional questions your PR team might ask ahead of a acquisition announcement include:

- How many employees does the acquired company have?
- Will you be keeping the entire employee base of the acquired company? If not, who will stay?
- Will the acquired company's leadership team take on new titles at your company? If so, what are those titles?
- What is your internal communications strategy and timeline?
- Who will be acting as a spokesperson for your company/the acquired company?
- Does the acquired company work with a PR agency?
- Do you foresee leveraging the acquired executives as [thought leaders](#)?
- Can the market expect more M&A activity from you over the next year?
- How long will it take to integrate the acquired company's technology into your own?
- Do you have an existing internal communication plan?



PR Team Deliverables

What deliverables can you expect from your PR team? Ahead of the date of your announcement, be on the lookout for the following:

- Press release draft
- Pitch strategy, goals and timeline
- Media targets
- Media FAQ
- Briefing sheets to prep for media interviews

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Pitching the Announcement

Talk to your PR team about your expectations for the acquisition announcement. If your goal is to get in front of investors and other stakeholders, [top-tier coverage](#) is the ideal route. Or, if your mission is to drum up potential new customers and impact the sales pipeline, [trade coverage](#) about your company's momentum is an ideal outcome. These strategies are not mutually exclusive, and reaching out to both audiences can be a solid strategy as well.

Your goals concerning the acquisition announcement can help your PR team determine the best [media relations strategy](#) and which levers they should pull to ensure success. Your team will provide recommendations about embargoed versus exclusive pitching and day-of announcement pitching compared to pre-pitching, as each has its benefits and considerations:

Embargoed pitching

An embargoed pitch is usually synonymous with pre-pitching and ensures a member of the press does not break the news early. This pitch contains enough information to entice a reporter to seek out more details and commit to an embargo date — the date for which the acquisition will become public information (which usually coincides with the issue date of the press release). An embargoed pitch is sent to the media 48-72 hours in advance of the news breaking. However, this timeline could be longer (such as a week or more) depending on media's preference, who you're targeting and if you're offering an exclusive first.

Pro: Pre-pitching can generate more media interest before announcement day, providing reporters with ample time to conduct interviews for a day-of story (vs only press release or news postings).

Con: You risk the media leaking information early and busting your internal comms timeline. While your PR team should only give details after journalists have agreed to the embargo in writing, mistakes happen, and allowing journalists advanced information means more opportunity for human error.

Pitching an Exclusive

Offering an exclusive — the opportunity for one media contact to break the news and release a story to their audience — secures top-tier interest and ensures coverage from the top echelon of publications. However, this tactic only allows your PR team to work with one media contact on the story prior to announcement day.

Pro: Allows your team to encourage a top-tier and/or national media contact to cover and break the news while also providing you control of the narrative.

Con: Exclusive pitching means you offer the story to one contact at a time (only moving on to another when they pass on the opportunity), which limits how many people cover the news day-of due to lack of preparation and early access to the angle. Remember, once news breaks, it's old news.

Day-of Pitching

Your team should execute day-of pitching regardless of objectives or if you deploy exclusives or embargoed efforts. This pitch includes all the information a reporter would need to cover the news. It may result in an interview request or can simply garner coverage of the announcement.

Pro: Your PR team has full control of timing around the message shared with media.

Con: Because you're pitching at the same time the announcement is issued across the wire and the news is made public, media might not have time to cover the news immediately or choose not to pursue because they didn't have an early look.

Go Time: Announcement Day

The day is finally here, and you're ready to share your big news with the world. Grab yourself a large caffeinated beverage, and get ready for some exciting chatter! Much of the work should have been completed ahead of time, so hopefully, your day is full of responses to congratulations and champagne toasts. While you're ensuring things are running smoothly internally, your PR team should steadily plug away at continued media outreach by scheduling interviews for your spokespeople and [sharing coverage](#) as it runs.

Other deliverables you can expect on announcement day:

- A link to the live press release distributed across one of the wire distribution services and a full report of pickups
- A running list of coverage throughout the day, any open media activities and next steps
- Continued communication from your PR team on media feedback, briefing sheets to help your team prep for interviews and/or which media hits should be shared via [social channels](#)



Media Momentum

When it comes to announcing your acquisition of another company, resulting media coverage can take many forms, including:

- [Feature stories in national publications](#)
- [Mentions in financial publications](#)
- [Amplification across trade publications](#)

Announcement coverage also sets the stage for further thought leadership placements about the industry or market following the news.

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The Days Following

While announcement day may garner the largest number of media hits in a 24-hour period, your PR team should have also presented additional ideas and story angles to leverage in the forthcoming weeks. The acquisition itself will make a big splash, especially if the acquired company is a well-known brand, the acquired technology or talent augments your organization, or the industry was ripe for this type of impact. But a clever PR agency will exhaust this news by pairing thought leadership angles and additional storylines alongside the acquisition. A few tactics your PR team should explore depending on the resources at their disposal include:

- Offering tips to other business leaders about the acquisition process, unknowns, questions they may have, lessons learned, etc.
- Demos, specs write-ups, reviews or other product-related offerings to show media how your company continues to innovate and help users
- Interviews with customers or company stakeholders (like investors or board members) who can provide additional validation
- Reactions to other industry news as it relates to your acquisition detailing what the future holds and the total addressable market
- Commentary from your leaders about the company's acquisition strategy and projected growth

Making an acquisition is a pillar of growth for any business. And, if you play your cards right through clear, consistent communication, you can amplify the news far beyond your office walls or a standard wire release.

[With the right PR strategy](#) in place, you can propel the message surrounding your acquisitions and keep your brand's name circulating among the media long after your announcement.

About BLASTmedia

Established in 2005, BLASTmedia is the only PR agency in the US dedicated to B2B SaaS, representing companies in all growth stages—from startup to publicly traded. BLASTmedia understands the unique challenges associated with scaling a SaaS business and uses media coverage and thought leadership campaigns to impact four primary pillars: investors, employees, partners, and customers.

Get more resources to support PR efforts for your SaaS brand at
blastmedia.com/resources