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# **Top 10 Marketing Mistakes, from a reporter's point of view**

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# Read us, know why we exist

- Do you have an editorial calendar?
- Scripted calls from PR firms



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# Read us, pt. 2

- Q: “Did you see our press release?”  
A: “Yes, it’s been on our site all day.”
- Q: “The Globe did a great story on us.  
You should too.”  
A: “You’re kidding, right?”



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# Send vague press releases


For information: <http://www.purebuttons.com> or  
Contact: [mediarelations@purebuttons.com](mailto:mediarelations@purebuttons.com)  
Phone: 800-710-2030

# # #


- Fax is dead
- Include a name, then be available
- Have a spokesperson ready



# Make it hard to reach you



## About Us

 Printer-friendly version

### Contact Us

**Dyax Corp.**  
Corporate Headquarters  
300 Technology Square  
Cambridge, MA 02139  
Tel.: 617-225-2500  
Fax: 617-225-2501

Directions to Dyax  
Corporate Headquarters

### Contact Dyax via E-mail

Business Development

Clinical Trials

Human Resources

Investor Relations

Research and Development

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# Assume we're your marketing department

We know news.  
It's what we do.



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# Assume we're bored and want to talk

- Have photos, materials, customers, contacts available
- We don't have infinite time on our hands



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# Don't return phone calls

- It's OK to say “no comment,” we won't yell at you like this guy.



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# Cold call us

But we WILL yell (or want to) if you:

- Call on deadline
- Ask for the “tech” reporter
- Never consult our masthead



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# Take back your comments, pt. 1

No retroactive “takebacks”

“Off the record”

“For background”



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# Take back your comments, pt. 2

- Uninvited “embargoes”
- Giving our competitors the story too.
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Questions?  
Comments?

