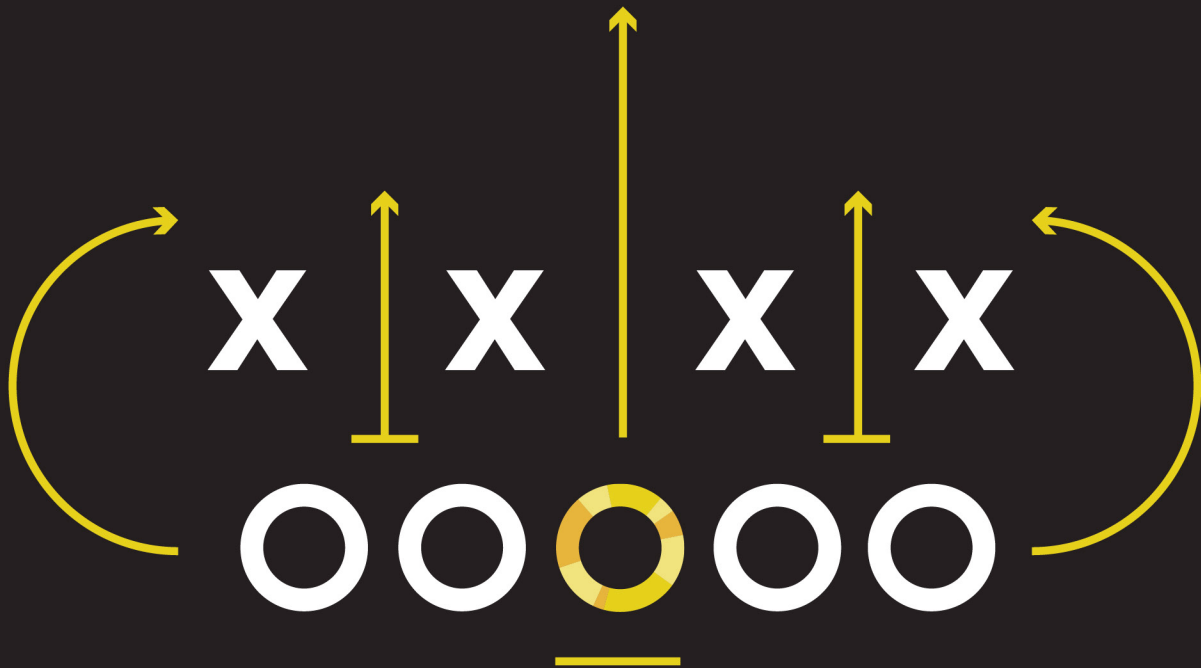


SPOTLIGHT



# AR PLAYBOOK

**Analyst Relations (AR) is evolving—fast.** What used to be a niche, relationship-driven function is now a critical driver of market perception, buyer confidence and competitive positioning. But most companies don't know where to start or how to scale. That's where Spotlight comes in. Whether you're building an AR function from scratch or refining an existing strategy, this guide gives you the clarity, structure and insights to move forward with confidence.

## The New Era of Analyst Relations

Gone are the days when analyst relations was simply a transactional exercise for established vendors with ample budget and bandwidth to engage a limited set of analysts. This practice was often viewed as a necessary checkbox for inclusion in top-tier reports. Today's market dynamics demand more. Buyers are doing deeper research, influencers extend far beyond the big-name firms. And emerging tech vendors are competing for attention in increasingly crowded spaces. AR has become a strategic function—one that can help shape perception, validate your narrative and drive real business outcomes.

## Building Blocks of a High-Impact AR Strategy

The strongest AR programs don't just react—they lead. A high-impact AR strategy aligns tightly with your company's go-to-market motion, brand narrative, and growth goals. It's not about checking a box—it's about building influence that drives real business outcomes. Here's what that looks like:

### A Clear, Differentiated Narrative

Analysts talk to hundreds of vendors. You need a story that's bold, consistent, and aligned with market needs.

### Defined Goals and KPIs

Whether it's inclusion in a key report or influencing the buyer journey, your AR program needs metrics that tie to business priorities.

### Consistent Engagement

Relationships are built over time. Regular briefings, inquiries, and touchpoints keep you top of mind.

### Executive Alignment

AR can't live in a silo. When leaders are bought in, you gain stronger participation—and more powerful conversations.

### Operational Rigor

From briefing prep to follow-ups and tracking insights, great AR is grounded in process.

## 5 Common Pitfalls and How to Avoid Them

Even well-intentioned companies stumble when it comes to AR. Without a clear strategy, it's easy to waste time, miss opportunities or damage credibility. Here are our 5 AR pitfalls you want to avoid:

### Treating AR as PR

Analysts aren't the media. They're market experts. Don't pitch them—equip them with insight.

### Showing Up Only When You Need Something

AR is a relationship game. If you only engage around launches or reports, you're not building influence — you're checking in too late.

### Overloading Analysts with Jargon

Analysts want context and clarity. Ditch the buzzwords and lead with the "why it matters."

### Failing to Acknowledge Feedback

Analyst feedback is gold. Ignoring it — or getting defensive — can stall your progress.

### Measuring the Wrong Things

Coverage volume doesn't equal impact. Focus on quality conversations, key report mentions, and influence on pipeline.

## When (And Why) to Bring in an AR Partner

Building a successful AR program takes more than subscriptions and a little bit of dedicated time. It requires strategy, structure and a deep understanding of how the analyst ecosystem works—from timing and positioning to influence and impact. So, when is the right time to invest in an AR partnership?

- You're entering a new market or category and want to establish credibility fast
- Analysts are talking about your competitors—but not about you
- You're preparing for a product launch, funding round or major GTM push
- Your internal team is stretched too thin or lacks AR expertise
- You're not seeing ROI from current AR efforts—or don't know how to measure it

## Why Companies Choose Spotlight

That's where we come in. Hi, we're Spotlight—an analyst relations consultancy and tech provider dedicated to the future of AR. Our mission is to elevate the impact and ROI of your AR program. Over the last 15 years, we've earned the trust of industry leaders like Dell, Google, NetApp, WPP, Accenture and ServiceNow, ensuring companies get the visibility, influence and strategic advantage they deserve. We built our AR approach on one simple idea: make Analyst Relations an insight-driven, strategic practice to drive business outcomes. Here's what sets us apart:

### Deep Expertise

We're not just AR experts — we're practitioners doing the work every day. That means your program benefits from current insights, tested strategies, and the best practices we apply ourselves.

### Modern Methodology

Our insights-driven methodology is built for today's buyer journey, ensuring analyst influence is tracked and used for business impact.




### Tailored Partnerships

We don't do one-size-fits-all. We meet you where you are — whether you need full program ownership or strategic support.

### Proven Impact

From Series B startups to service providers and enterprise challengers, our clients see results — faster visibility, stronger positioning, and analyst relationships that deliver real business value.

## Our Offerings

-  **Strategic Consulting:** Turn AR from a business function to a growth engine. Our expert guidance aligns strategy with business outcomes -so every move drives impact.
-  **Spotlight Oz Platform:** Built for AR pros, by AR pros. Our platform puts your entire AR program in one place—so you can scale faster, deliver value and drive impact.
-  **Market, Competitive & Customer Intelligence:** Insights that don't just inform—they fuel bold decisions. Get tailored intelligence that sharpens your edge and shapes your strategy for the next big move.

## Ready to Transform?

Unlock better outcomes with a partner who understands your goals. From strategy to execution, Spotlight offers tailored services designed to drive impact. Learn more about how we can support your success.