

[IPRN Tech Group](#) Blog Parade: Regional PR particularities

Tech PR in Greece: “We are shifting from traditional media to a digitally driven approach”

Aimilia Mamopoulou from our partner agency [extrovert](#) explains the special conditions for public relations in the tech industry in Greece.

How is the tech market and the tech media business developing in general in Greece?

Greece's tech market is experiencing robust growth, fueled by digital transformation initiatives, government support, and rising demand for technologies like cloud computing, AI, cybersecurity, and advanced telecommunications infrastructure.

This expansion is mirrored by a developing tech media landscape, with online platforms, dedicated tech websites, and blogs, and growing coverage from traditional media catering to a growing public interest in technology. With an increased focus on AI, cybersecurity, and fintech, the media aim to keep their audiences up to date, about the latest trends and risks. The burgeoning startup ecosystem and the rise of tech events and conferences further contribute to this dynamic environment, though challenges remain in developing digital skills and expanding the tech talent pool.

What has changed in tech PR over the last 5 years?

Tech PR in Greece has transformed over the past five years, particularly after the COVID-19 pandemic, shifting from traditional media to a digitally driven approach.

This involves a strong focus on creating engaging content for online platforms and social media, leveraging influencer marketing, and emphasizing storytelling to connect with audiences beyond ordinary product promotion. Content creators are in the spotlight, introducing a new era of tech PR. Despite they dedicate less effort and usually lack expertise, their focus is on different aspects, like trends and lifestyle, and they manage to deeply affect traditional tech journalism. On the other hand, the traditional-dedicated tech journalists, have been forced to shift into different paths, either by broadening their focus on other topics, or by building their online persona as tech experts (thought leadership through expert positioning and data-driven measurements).

The rise of niche expertise within PR agencies, specializing in sectors like AI, cybersecurity, and fintech, also reflects the growing complexity of the tech landscape. This evolution is further shaped by Greece's economic recovery and government initiatives promoting digital transformation, requiring PR professionals to possess a deep understanding of both the technology (i.e. AI and cybersecurity) and the specific Greek market context.

What is your preferred PR approach for addressing tech media?

Being in the tech PR sector for over a decade, Extrovert has managed to build strong media relations, especially with tech journalists. Our preferred approach is to share quality content, pitching newsworthy content and updates for products and companies, and exclusive hands-on reviews and interviews.

The most important step in our job is to know our audience, and in our case – the audience is the tech journalists. Tech media in Greece appreciate easy compelling content, whether it's a success story from a Greek startup, data-driven insights, or access to an industry expert.

One-on-one meetings, either virtual or in-person, remain invaluable for fostering relationships and providing tailored content. For B2B, leveraging thought leadership through whitepapers and reports works particularly well, while for B2C, visual storytelling and relatable case studies resonate more effectively.

What changes do you anticipate and how will tech companies have to react to them?

As the tech landscape becomes more and more complex, PR agencies acquire more expertise and dedicated professionals to handle such accounts and cases. Due to this shift, the needs are growing and the emphasis on storytelling and exclusivity will increase. PR professionals will need to provide deeper, more insightful content tailored to individual journalists' needs, ensuring relevance and timeliness.

Tech companies must also adapt by becoming more transparent and accessible, offering data-driven insights and tangible examples of their innovations, leveraging through this way media attention.

How do you see the role of AI in tech PR?

AI is transforming tech PR in Greece by facilitating everyday processes like media monitoring, data analysis, and content drafting. It enables PR teams to stay updated, research and identify trends, analyze media sentiment, and tailor pitches more efficiently.

Despite all the benefits that have been unlocked with AI, Public Relations is a sector that requires human relations, and it's built upon them. Whether it is tech PR or fashion PR, AI cannot replace the human aspect, only boost its power and efforts.

Expert:

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