

OUR PUBLIC RELATIONS CAPABILITIES ARE STRUCTURED TO MEET YOU AT DIFFERENT STAGES OF VISIBILITY AND GROWTH



FOUNDATION

MEDIA OUTREACH



- 1 PITCH PER MONTH
- 2 PITCHES PER MONTH
- 3 PITCHES PER MONTH



MOMENTUM

THOUGHT LEADERSHIP



- 1 ROUND OF PODCAST PITCHING (MONTHLY)
- 1 ROUND OF PODCAST PITCHING + 1 BYLINE
- 2 ROUNDS OF PODCAST PITCHING + 2 BYLINES



ELEVATE

PRESS RELEASES



- 1 PRESS RELEASE PITCHED (MONTHLY)
- 1 PRESS RELEASE PITCHED + FOLLOW UP
- 2 PRESS RELEASES PITCHED

MEDIA TRAINING



- MONTHLY INTERVIEW PREP
- PREP + 1 COACHING SESSION (MONTH)
- PREP + FULL EXEC TRAINING

CONFERENCES



- RESEARCH + 1 EVENT MEDIA PER QUARTER
- 1 SPEAKER SUBMISSION + 1 EVENT MEDIA (QUARTER)
- 2 SPEAKER SUBMISSIONS + 2 EVENTS MEDIA (QUARTER)

AWARDS



- AWARD TRACKING + RECOMMENDATIONS
- AWARD TRACKING + 1 SUBMISSION PER QUARTER
- AWARD TRACKING + 2 SUBMISSIONS PER QUARTER

FOUNDATION TIER BUILDS THE CORE STRUCTURE FOR A CONSISTENT AND CREDIBLE MEDIA PRESENCE. INTRODUCES YOU TO THE RIGHT AUDIENCES WITH STRONG MESSAGING AND POSITIONING. LAYS THE GROUNDWORK FOR THOUGHT LEADERSHIP AND MEDIA TRACTION.

COMMS PLANNING

WE ESTABLISH A CONSISTENT AND CREDIBLE PR PROGRAM.

PR Roadmap: strategic plan aligned with business milestones.

Pitch Calendar: Monthly schedule of proactive story ideas.

Campaign Strategy: Timely campaigns tied to market trends.

Media List Building: Curated, targeted journalist + outlet lists.

MESSAGING DEVELOPMENT

WE CRAFT THE NARRATIVE THAT DEFINES YOUR BRAND VOICE.

Core Narrative: Compelling story that resonates with media.

Audience Positioning: Tailored messaging for key stakeholders.

Crisis Readiness: Guardrails to manage sensitive situations.

MONITORING + ANALYTICS

WE TRACK PERFORMANCE AND REFINE STRATEGY IN REAL TIME.

Coverage Tracking: Monitor placements across outlets.

Sentiment Analysis: Gauge tone and audience impact.

Performance Reporting: Insights on ROI and campaign traction.

MEDIA TRAINING

WE PREPARE YOUR LEADERS FOR EVERY INTERVIEW OPPORTUNITY

Interview Prep: Briefing docs ahead of all secured media interviews

Q&A Development: Anticipated questions + messaging.

MEDIA RELATIONS

WE CONNECT YOUR STORY WITH THE RIGHT REPORTERS AND OUTLETS.

Custom Pitch Angles: Story ideas tailored for journalists.

Trend Newsjacking: Insert your voice into breaking stories.

Executive Introductions: Direct connections to key media.

Podcast Pitching: Secure guest spots on top podcasts.

Press Release Pitching: Maximize visibility on company news to key media

- ✓ 1 CUSTOM PITCH
 - ✓ 1 ROUND OF PODCAST PITCHING
 - ✓ 1 PRESS RELEASE PITCHED
- *per month*

CONFERENCES + AWARDS

WE ELEVATE YOUR BRAND PRESENCE AT INDUSTRY EVENTS & CREDIBILITY THROUGH THIRD-PARTY VALIDATION.

Event Research: Identify relevant conferences.

Media Coordination: Press engagement before, during, after conferences.

Award Tracking: Maintain calendar of industry awards.

- ✓ CONFERENCE RESEARCH + SUGGESTIONS
- ✓ MEDIA SUPPORT FOR 1 EVENT PER QUARTER
- ✓ AWARD TRACKING + RECOMMENDATIONS

MOMENTUM TIER EXPANDS VISIBILITY WITH ONGOING OUTREACH THAT STRENGTHENS REPUTATION THROUGH ENGAGEMENT AND DRIVES CREDIBILITY WITH STRATEGIC CAMPAIGNS.

COMMS PLANNING

WE ESTABLISH A CONSISTENT AND CREDIBLE PR PROGRAM.

PR Roadmap: strategic plan aligned with business milestones.

Pitch Calendar: Monthly schedule of proactive story ideas.

Campaign Strategy: Timely campaigns tied to market trends.

Media List Building: Curated, targeted journalist + outlet lists.

MESSAGING DEVELOPMENT

WE CRAFT THE NARRATIVE THAT DEFINES YOUR BRAND VOICE.

Core Narrative: Compelling story that resonates with media.

Audience Positioning: Tailored messaging for key stakeholders.

Crisis Readiness: Guardrails to manage sensitive situations.

MONITORING + ANALYTICS

WE TRACK PERFORMANCE AND REFINE STRATEGY IN REAL TIME.

Coverage Tracking: Monitor placements across outlets.

Sentiment Analysis: Gauge tone and audience impact.

Performance Reporting: Insights on ROI and campaign traction.

MEDIA TRAINING

WE PREPARE YOUR LEADERS FOR EVERY INTERVIEW OPPORTUNITY

Interview Prep: Briefing docs ahead of all secured media interviews

Q&A Development: Anticipated questions + messaging.

Virtual Training: Pre-interview calls as needed for secured interviews

MEDIA RELATIONS

WE CONNECT YOUR STORY WITH THE RIGHT REPORTERS AND OUTLETS.

Custom Pitch Angles: Story ideas tailored for journalists.

Trend Newsjacking: Insert your voice into breaking stories.

Executive Introductions: Direct connections to key media.

Podcast Pitching: Secure guest spots on top podcasts.

Press Release Pitching: Maximize visibility on company news to key media

Byline Development: Draft + place expert articles and Op-Eds.

- 2 CUSTOM PITCH
 - 1 ROUND OF PODCAST PITCHING
 - 1 PRESS RELEASE PITCHED
 - 1 BYLINE DEVELOPED + PLACED
- *per month*

CONFERENCES + AWARDS

WE ELEVATE YOUR BRAND PRESENCE AT INDUSTRY EVENTS & CREDIBILITY THROUGH THIRD-PARTY VALIDATION.

Event Research: Identify relevant conferences.

Speaker Submissions: Draft + submit speaking abstracts + panel proposals

Media Coordination: Press engagement before, during, after conferences.

Award Tracking: Maintain calendar of awards.

Award Submissions: Draft + submit entries

- CONFERENCE RESEARCH + SUGGESTIONS
- 1 SPEAKER SUBMISSION PER QUARTER
- MEDIA SUPPORT FOR 1 EVENT PER QUARTER
- AWARD TRACKING + RECOMMENDATIONS
- 1 AWARD SUBMISSION PER QUARTER

ELEVATE TIER MAXIMIZES IMPACT WITH ADVANCED PR STRATEGY. POSITIONS YOU AS A CATEGORY LEADER WITH LASTING RECOGNITION THROUGH STRATEGIC PRESS CAMPAIGNS.

COMMS PLANNING

WE ESTABLISH A CONSISTENT AND CREDIBLE PR PROGRAM.

PR Roadmap: strategic plan aligned with business milestones.

Pitch Calendar: Monthly schedule of proactive story ideas.

Campaign Strategy: Timely campaigns tied to market trends.

Media List Building: Curated, targeted journalist + outlet lists.

MESSAGING DEVELOPMENT

WE CRAFT THE NARRATIVE THAT DEFINES YOUR BRAND VOICE.

Core Narrative: Compelling story that resonates with media.

Audience Positioning: Tailored messaging for key stakeholders.

Crisis Readiness: Guardrails to manage sensitive situations.

MONITORING + ANALYTICS

WE TRACK PERFORMANCE AND REFINE STRATEGY IN REAL TIME.

Coverage Tracking: Monitor placements across outlets.

Sentiment Analysis: Gauge tone and audience impact.

Performance Reporting: Insights on ROI and campaign traction.

MEDIA TRAINING

WE PREPARE YOUR LEADERS FOR EVERY INTERVIEW OPPORTUNITY

Interview Prep: Briefing docs ahead of all secured media interviews

Q&A Development: Anticipated questions + messaging.

Media Training: 1 hour comprehensive training with execs

MEDIA RELATIONS

WE CONNECT YOUR STORY WITH THE RIGHT REPORTERS AND OUTLETS.

Custom Pitch Angles: Story ideas tailored for journalists.

Trend Newsjacking: Insert your voice into breaking stories.

Executive Introductions: Direct connections to key media.

Podcast Pitching: Secure guest spots on top podcasts.

Press Release Pitching: Maximize visibility on company news to key media

Byline Development: Draft + place expert articles and Op-Eds.

- 3 CUSTOM PITCH
 - 1 ROUND OF PODCAST PITCHING
 - 2 PRESS RELEASE PITCHED
 - 2 BYLINE DEVELOPED + PLACED
- *per month*

CONFERENCES + AWARDS

WE ELEVATE YOUR BRAND PRESENCE AT INDUSTRY EVENTS & CREDIBILITY THROUGH THIRD-PARTY VALIDATION.

Event Research: Identify relevant conferences.

Speaker Submissions: Draft + submit speaking abstracts + panel proposals

Media Coordination: Press engagement before, during, after conferences.

Award Tracking: Maintain calendar of awards.

Award Submissions: Draft + submit entries

- CONFERENCE RESEARCH + SUGGESTIONS
- 2 SPEAKER SUBMISSION PER QUARTER
- MEDIA SUPPORT FOR 2 EVENT PER QUARTER
- AWARD TRACKING + RECOMMENDATIONS
- 2 AWARD SUBMISSION PER QUARTER