

PR & SOCIAL MEDIA STARTER KIT

✓ PICK AND CUSTOMIZE
 ✓ GET UP AND GOING IN 30 DAYS

LEVEL 1 BUILD YOUR FOUNDATION	I NEED THAT
Intake Session: Review Brand Advantage, Customers, Current Marketing, SWOT	✓
One News Item: Press Release, Case Study or Byline	✓
Media List: Editorial Contacts at Key Print & Online Publications	✓
Media Distribution Service	✓
Company Boilerplate	✓
List of Editorial Media Opportunities for Next 3 Months	✓
Media Monitoring Service	✓

LEVEL 2 KEEP IT GOING	I NEED THAT
12-Month PR Plan: Objectives, Strategies, Tactics, Timeline & Metrics	✓
Company/Brand Talking Points	✓
Press Kit: Company Fact Sheet, Executive Bios, Press Release	✓
Recommendations: For Media Center on Page on Website	✓
PR Homerun: Identify, Pitch and Place Homerun with One Key Publication	✓
Media Training: For 1 to 3 Company Executives	✓
News Boosters: Identify Key Industry Awards or Speaking Opportunities	✓

LEVEL 3 SOCIAL MEDIA INTEGRATION	I NEED THAT
Analysis: Review Current Strategies & Tactics; Conduct Online Listening Campaign	✓
SM Plan: Objectives, Strategies, Tactics, Channels and Metrics	✓
Social Media 101: A Review of Key Digital Platforms and How They Work	
30-Day Launcher: Establish and Develop Content for 30 Days	
Company Blog Page	✓
SEO Recommendations	✓
Photo/Image and Video Library Recommendations	✓

LEVEL 4 PR ENHANCERS	I NEED THAT
Brand and Message Strategy	✓
Trade Show Support	✓
Thought Leadership Strategy	✓
Website Development	✓
Collateral Material Development	✓