

PR SERVICES: MONTHLY OPTIONS

	STARTER	INTERMEDIATE	ADVANCED
STRATEGIC ANNUAL PLAN <ul style="list-style-type: none"> Intake & Discovery Sessions Plan Proposal, Client Input & Adoption Half-Year Review & Updating 			✓
CORE PROGRAMS	MONTHLY HOURS: 40	MONTHLY HOURS: 50	MONTHLY HOURS: 60
BRAND VISIBILITY			
MONTHLY NEWS GENERATION <ul style="list-style-type: none"> Press Releases or Byline Articles Proactive Media Review and Pitches Media Interview Coordination Daily Media Engagement Maintain Media Database 	Releases: 1 Pitches/Interviews: 1-2 Verticals: 1-2 Outlets: 10-25	Releases: 1 Pitches/Interviews: 2-3 Verticals: 2-3 Outlets: 24-45	Releases: 2 Pitches/Interviews: 4-5+ Verticals: 4-6 Outlets: 45-70
CUSTOMER ENGAGEMENT			
CASE STUDIES & TESTIMONIALS <ul style="list-style-type: none"> ID Projects for Promotion Conduct Interviews; Drafts & Edits Customer & Client Approvals 	✓ Per Year: 1	✓ Per Year: 2 + 1 Media Pitch	✓ Per Year: 4 + 1-2 Media Pitches
THOUGHT LEADERSHIP			
AWARDS & SPEAKERS BUREAU <ul style="list-style-type: none"> ID Awards & Speaker Opps. Create Content Submission 	✓ Per Year: 2	✓ Per Year: 3	✓ Per Year: 3-4
CONTENT EXTENSION			
ALIGN SOCIAL MEDIA/MARCOM <ul style="list-style-type: none"> Ensure PR is Integrated with MarCom Repackage and Deliver Content 	✓	✓	✓
MEASURE & EVALUATE			
REPORTING & MANAGEMENT <ul style="list-style-type: none"> Monthly Activity Reports Weekly Check-Ins Media Coverage Reports 	✓	✓	✓
ADDITIONAL PROGRAMS		ENHANCE YOUR BRAND STORY	
PRODUCT LAUNCH CAMPAIGNS <ul style="list-style-type: none"> Integrated Strategic Plan Press Releases, FAQs Media Tours/Meetings 		✓ (1 Launch)	✓ (1 Launch)
TRADE SHOW MAXIMIZING <ul style="list-style-type: none"> Strategic Plan Press Kit/Media Appointments Press Event/News Conference Pre & Post Media Outreach Staffer Onsite 			✓ 1 Show
SPECIAL PROJECTS <ul style="list-style-type: none"> White Papers & CEUs Media Tours & Competitor Research 			TBD If Hours Available
E-NEWSLETTERS <ul style="list-style-type: none"> Writing and Management 			TBD If Hours Available
MEDIA SPOKESPERSON TRAINING <ul style="list-style-type: none"> Half-Day Training Session 			TBD If Hours Available
BRANDED PR CAMPAIGN <ul style="list-style-type: none"> Strategic Plan, Execution & Measure 			TBD If Hours Available
ANTICIPATED EXPENSES <ul style="list-style-type: none"> Media Monitor & Report Service Award Entry Fees Not Included: Travel & Trade Shows 	Budget Min \$200/Month	Budget Min \$400/Month	Budget Min \$500/Month
ESTIMATED MONTHLY INVESTMENT	\$6,000	\$7,500	\$9,750
PLAN ROLLED IN	\$7,650	\$9,100	N/A

Note: Supporting digital marketing and social media programs can be added to enhance any of the options selected here.

