PR SERVICES: MONTHLY OPTIONS

	STARTER	INTERMEDIATE	ADVANCED
STRATEGIC ANNUAL PLAN • 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 • 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 • 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 • ID Awards & Speaker Opps. • Create Content Submission	✓ **Per Year:** 2	✓ **Per Year:** 3	✓ **Per Year:** 3-4
CONTENT EXTENSION			
ALIGN SOCIAL MEDIA/MARCOM • Ensure PR is Integrated with MarCom • Repackage and Deliver Content	✓	✓	✓
MEASURE & EVALUATE			
REPORTING & MANAGEMENT • Monthly Activity Reports • Weekly Check-Ins • Media Coverage Reports	✓	✓	✓
ADDITIONAL PROGRAMS	**ENHANCE YOUR BRAND STORY**		
PRODUCT LAUNCH CAMPAIGNS • Integrated Strategic Plan • Press Releases, FAQs • Media Tours/Meetings		✓ **(1 Launch)**	✓ **(1 Launch)**
TRADE SHOW MAXIMIZING • Strategic Plan • Press Kit/Media Appointments • Press Event/News Conference • Pre & Post Media Outreach • Staffer Onsite			✓ **1 Show**
SPECIAL PROJECTS • White Papers & CEUs • Media Tours & Competitor Research			**TBD** If Hours Available
E-NEWSLETTERS • Writing and Management			**TBD** If Hours Available
MEDIA SPOKESPERSON TRAINING • Half-Day Training Session			**TBD** If Hours Available
BRANDED PR CAMPAIGN • Strategic Plan, Execution & Measure			**TBD** If Hours Available
ANTICIPATED EXPENSES • 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.

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