

Consistently Communicating Your Key Value to Your Core Customer



Strategic Public Relations:

- Working with partners and internal staff to determine key messages, develop strategies, and implement appropriate programs.
- Leveraging the effectiveness of in-house staff/talent.
- Using PR to grow market share by 85-99.7% in short term (9 months).
- Developing innovative, effective and measurable PR and Communications.
- Planning progression of media attention from awareness to active participation (making a progression

from recognition as a major force in sector to having the media actively seeking quotes for participation in breaking media coverage).

- Consistently maintaining ROI measurement programs for PR activities.
- Developing, managing and implementing a proactive strategic communications plan.
- Growing awareness of Client Company and differentiating the company from its competitors.
- Evaluating PR activities and implementing dynamic ideas to ensure effectiveness.

Media Relations:

- Establishing and maintaining positive relationships with national and regional media. Forging new relationships resulting in additional media coverage
- Setting positioning and message development for all campaigns and issues.
- Taking ownership of developing press releases and media materials.
- Proactively identifying and pursuing opportunities to generate stories.
- Collaborating with national and regional publications in real estate, luxury, market rate, financial, trade, consumer and major and local print and multi-media news.
- Working collaboratively to identify creative ways to generate more effective results.
- Working hands-on and collaboratively with media to create and follow up on feature stories and breaking news.
- Diagnosing communication challenges and creating strategic communication plans to address them.
- Arranging media support for marketing launches.
- Researching competitors' PR activities and making recommendations to leverage corporate positioning

- Creating original content for firm's corporate website to reinforce brand position
- Writing articles to showcase PR activities and successes
- Preparing media coverage and press releases.
- Ensuring press releases are posted to corporate website and distributed to external sources with measurable results.

Deliverables:

- **Delivering a Marketing Plan based upon clearly defined company goals.** (Such as branding initiatives, increased market share, sales and business development goals, new markets, attraction and retention of major talent...)
- **Delivering a Media Plan based on chosen target publications.** (12month plan of media placement in relevant sections. Planned feature story development and release. Planned Press release development and release.)
- **Creating Annual Communications Plan.**
- **Providing Media Coverage in Targeted Publications and Media.**
- **Preparing Press Releases for use as Media Releases, Collateral Inserts, Business Background and Web Content.**
- **Maintaining a Custom Media Contact List for Instant Communication and Measurable Results.**
- **Maintaining a Clip and Publications File.**



Public

nt:



- Developing and managing external communication programs. Strategically enhancing the company's image and reputation through public relations initiatives.
- Developing and implementing strategic external communications, furthering the vision, mission, values, and performance of the Client organization.
- Consulting with senior leaders, creating annual communications plan, writing communications materials, and providing communication coaching to executives.