





Drive Sales Today Plans for Businesses					
	Entrepreneur	Growing Business	Enterprise	(3 month minimum commitment)	
Services:				What is Included:	PESO:
Strategic Marketing Communications Plan	✓	✓	✓	90-Day Strategic Marketing Communications Plan with Editorial Calendar	Owned
Public Relations: Including News Releases or Award Nominations	✓	✓	✓	Entrepreneur - 2 News Releases or 2 Award Nominations (or some combination of each. For example launch of business, new website, promotion of employee, certification, etc.); Growing Business and Enterprise - 3 News Releases with proprietary media platform distribution or 3 Award Nominations (or some combination of each) PLUS an online Press Kit in a shared drive	Owned
Media Relations	✓	✓	✓	Digital, Print, Reporter/Blogger Outreach, Television, Radio, Podcast, Identify speaking opportunities	Earned
Digital Marketing: Website Copy, Blog Posts, and Social Media	✓	✓	✓	3 Pages of Copy for Website (i.e. Landing/Home Page, About Us, and Product/Services = 750 words per page); with 2 rounds of edits per page; Keyword analysis for SEO-friendly natural language text. OR 1 original content blog post per month (500-750 words) content blog posts (2 blog posts for Growing Business and Enterprise)	Owned
Press Kit Management	----	✓	✓	Create and maintain an online press kit on Google Drive, to share digital assets. This press kit will be linked to our story pitches	Shared
Crisis Communications and Reputation Management	----	✓	✓	<b>Online Reputation Management:</b> We will monitor search engine results, review sites, and social media channels for negative comments. We will work with you to develop strategies and implement tactics to elevate positive content. <b>Offline Reputation Management:</b> We will issue positive press releases and social media posts. Most of all, we will be there to support you during a crisis.	Shared
Premium Customer Service	----	----	✓	Our team will provide you with premium customer service that you can call and set up a virtual meeting with us at anytime on Zoom meeting. If you want and need "white glove" personal service, this is the program for your company.	
<b>Per month fee</b>	<b>\$2,850</b>	<b>\$5,490</b>	<b>\$8,130</b>	Credit Cards Accepted (secure processing through Stripe)	
3 Month Engagement Grand Total:	\$8,550	\$16,470	\$24,390	   	

Contact Us Today!

Drive Sales. Communicate Better.

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