

Thinkshift Impact PR Platform

Thinkshift's Impact PR Platform combines a research-based strategy with the tools needed to build your brand as an impact leader. It uncovers opportunities and key themes for media outreach and thought leadership, prepares leaders to ace those opportunities, and establishes a well-founded vision for PR success.

Through an intensive three-month platform building process, we will:

- Dig into your enterprise's brand story, differentiators, market position, audiences, media landscape, big ideas and business goals.
- Create an ETHOS Impact PR Strategy that defines your most compelling themes, outlines tactics for reaching key audiences, and maps PR integration across marketing channels.
- Scope out topics for bylined articles, media pitches, speaking and case studies
- Create media outreach tools
- Coach your executives on interviewing skills and strategies

With the Impact PR Platform completed, you'll be perfectly positioned to impress media, customers, partners, your field and your mother.

You'll also know whether Thinkshift is a good match before you commit to a longer-term partnership. If we're not, you walk away with a trove of valuable PR assets. If we are, we'll move forward together with a retainer based on shared expectations and a clearly articulated plan tied to your business strategy.

Deliverables

ETHOS IMPACT PR STRATEGY

Research

- Brand positioning vs competitors
- Opportunities to improve/expand through PR and messaging
- Audience analysis
- Media landscape analysis
- Opportunities to communicate via partners and influencers
- Analysis of thought leadership potential
- **Optional:** Social media analysis and improvement plan



Strategy development

- Presentation, discussion and 1 revision

Strategy documentation

- A concise, user-friendly document that we share and review quarterly

STORYTELLING FOUNDATION

Themes and concepts

- Initial topics and angles for bylined articles, pitches and speaking

Case study potential

- Evaluation of client/customer case studies or impact stories

MEDIA OUTREACH TOOLS

Executive media bios (1-2)

- Show why your leaders are compelling expert sources

Media fact sheet (2 pages)

- Designed to meet reporters' needs by compiling your enterprise's story, key facts, and value proposition in a concise format

Target media outlets

- Prioritized and categorized by short-term and long-term potential

Online media room template

MEDIA INTERVIEW SUPPORT

Talking points

- Provide best answers to anticipated questions in conversational language

Media training (1-2 spokespeople)

- Coaches leaders on giving good interviews and avoiding pitfalls

OPTIONAL: MEDIA RELATIONS (INCOMING OR OUTREACH)

If an immediate media opportunity comes up during the platform-building phase we will pursue it on an hourly fee basis.

Cost

\$28,000 base price includes the deliverables listed above (excluding optional items) and Thinkshift's standard research scope