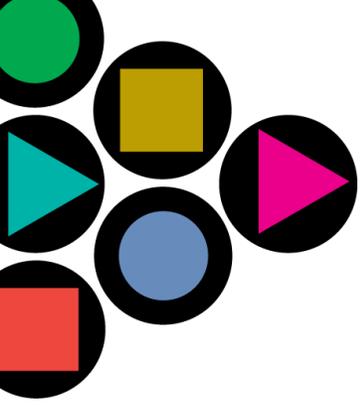




## **TECH & MUSIC TECH PR**

19 years of experience building journalist connections,  
crafting compelling stories, and placing earned media



# WHAT PR CAN DO FOR YOU

**Increase brand awareness**

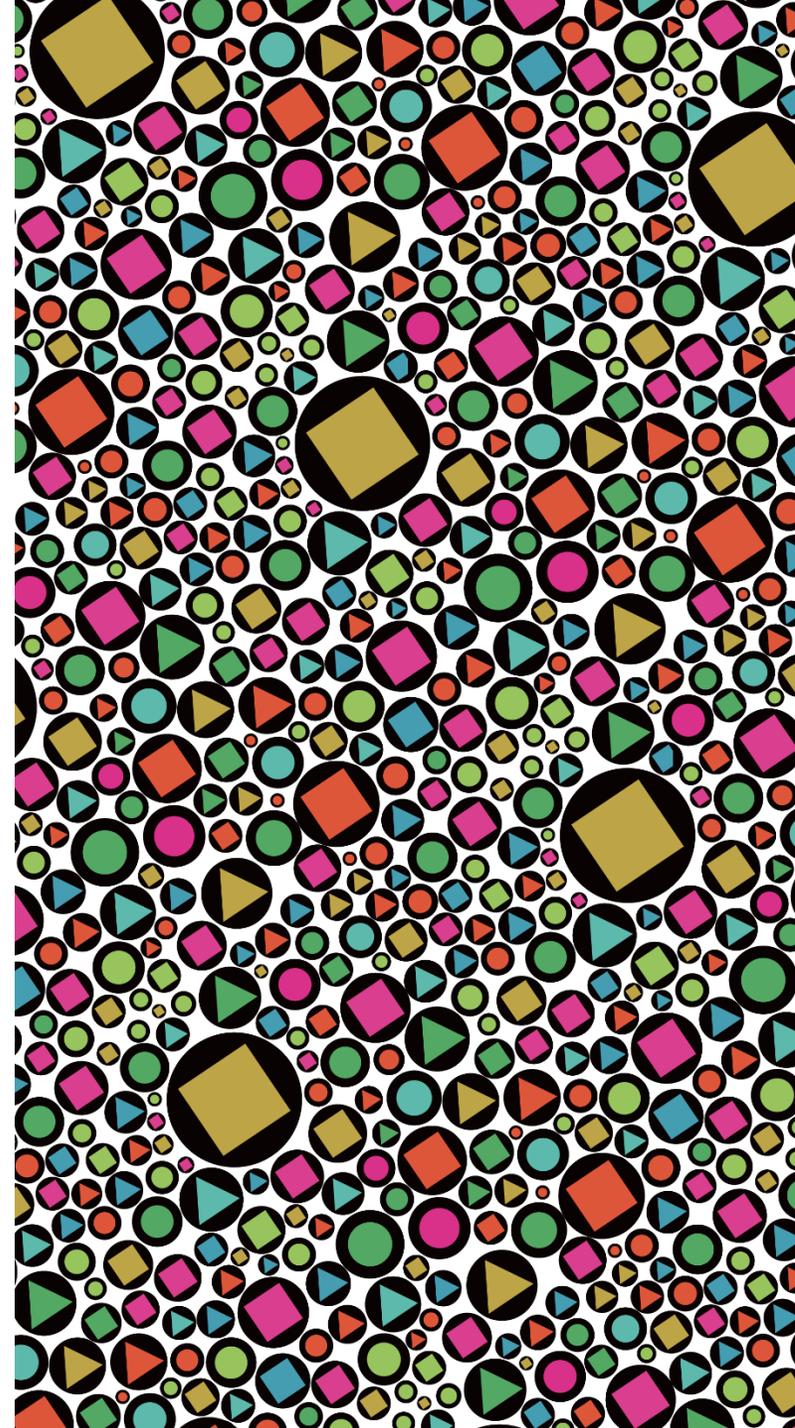
**Increase user numbers**

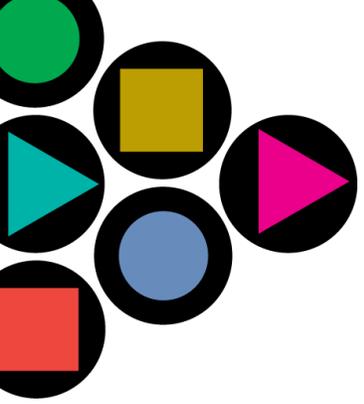
**Attract partners and funders**

**Provide clear messaging about your mission & values**

**Increase credibility and reputation**

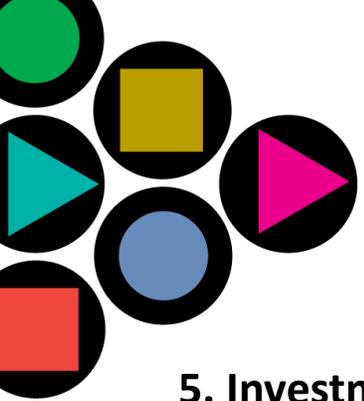
**Possibly even lead to business acquisition**





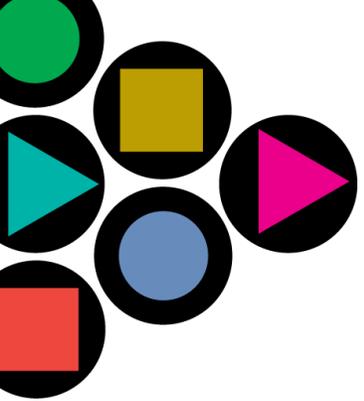
# WHEN TO HIRE A PR FIRM

- 1. A launch.** If you are launching a new company, product, or service, there may be a role for public relations to play in informing target customers or users that the new item exists. But be aware that you want to plan publicity in advance of the launch (more about that below). The same goes for re-launches, pivots, and acquisitions.
- 2. Fuel for sales.** Maybe your product or service is not new, but your marketing or sales team is struggling to convince people of its merit. Having recognized media outlets profile or even recommend your product or service can give your whole company more ammunition in their conversations.
- 3. Share of voice.** If you notice that competitors are occupying a lot of space in the media, you might decide it's time to make sure that your brand is also discussed alongside them, or even instead of them.
- 4. Thought leadership.** If people on your team have great ideas that can lead your field, it might be time to amplify those messages and visions via the media. This works especially well for business-to-business companies and mission-based organizations. This is also important for any organization in a field that is likely to have shifts thanks to government policy or cultural shifts in public perception.



# WHEN TO HIRE A PR FIRM

- 5. Investment.** If you are preparing to seek investment, you can inform more potential investors, and possibly build a groundswell around your value, via the media.
- 6. Partnerships.** In some cases, a new partnership can be the missing piece for gaining traction. Many a company has built great platform or marketplace but nobody cares until they launch a partnership that populates their system with users or product.
- 7. Events.** If you are launching an event or doing a marketing activation at an existing event (such as a conference, trade show, or festival), you might need to use media to inform people about it. Trade shows are a great place to meet journalists in your industry. Public-facing events will fail without enough attendees. Publicity can help you in these cases.
- 8. Public policy.** If your organization depends on a change in public policy or stability around a fragile policy, you might use publicity to build public support before major decisions are made by government officials.
- 9. Employee recruitment and retention.** As an organization grows, you might consider using publicity to raise your company profile and culture among potential employee recruits. In addition, current employees might appreciate what they do by seeing their work talked about in the media.



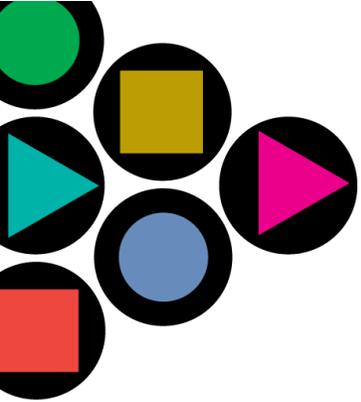
# WHEN TO HIRE A PR FIRM

**10. Success stories.** If you find that you have great new success stories that would help your organization further its goals, you might use the media to amplify those successes as fuel for other customers, users, partners, employees, or investors. Success may come in many forms: mind-boggling growth, recognition as a best place to work, awards, employee diversity, or possibly customer or employee anecdotes that associate good feelings with your brand.

**11. A crisis.** If you find your organization facing a public crisis or a potential one, having a PR firm on board can help you influence messaging, demonstrate responsiveness, and create a buffer between your executives and the press. Sometimes when a crisis explodes in the media, silence allows the media and the public to form opinions with incorrect or insufficient information.

**12. Community Involvement/Philanthropy.** An organization that has a corporate social responsibility program or gives back to causes through contributions of time and money has another opportunity to build their reputation.

**13. Short on Time and Staff.** If you're pulled in a thousand different ways as an entrepreneur or company leader, and don't have the time or staff internally to handle publicity, social media, and content creation, it might be time to bring on a PR firm.



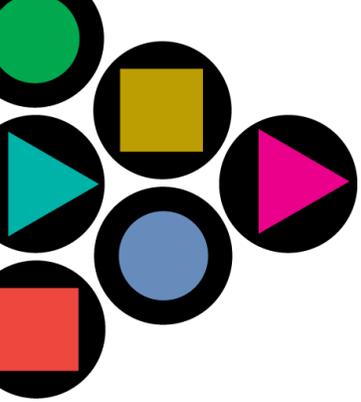
# WE'VE PLACED OUR CLIENTS HERE

and in hundreds of other magazines, newspapers, blogs, podcasts, radio & TV shows



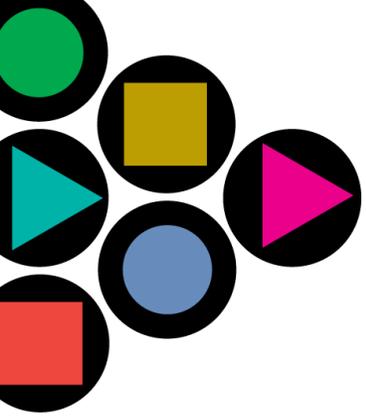


what  
you get



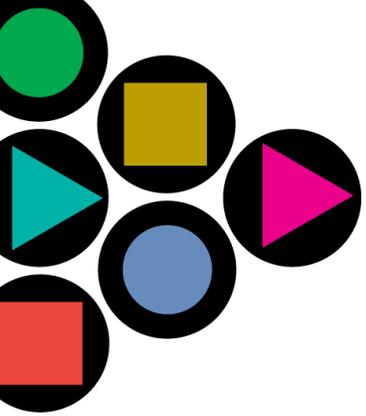
# INCLUDED IN YOUR CAMPAIGN

- **Bi-weekly meetings** to strategize PR goals, angles, and approaches
- **One press release + 2-3 additional angles** written and pitched **per month**
- **Online Press Kit** with press releases, links, logos, photos, and screenshots
- **Your own publicity team—publicist, writer, and campaign manager** committed to your business's success
- **Identification of 900+ media targets**
- **Publicity outreach to press** through email, phone, and social media
- **Weekly & final reports** summarizing contacts made, journalist feedback, and coverage plans
- **Additional Perks** (See next page.)



# ADDITIONAL PERKS

- ▶ **Interview coaching**
- ▶ **Business feedback**
- ▶ **Industry introductions** and assistance with conference panel placement
- ▶ **Option to trade out monthly press release** for marketing project::
  - Your content promoted through social media and guest blog posts
  - Guest posts ghost-written or edited and placed
  - Illustration or designed content (See next slide for some ideas.)



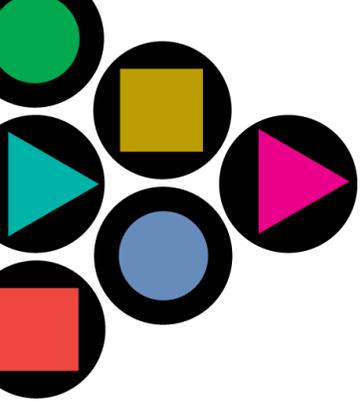
# ADDITIONAL SERVICES

- ▶ **Social Media**
- ▶ **Business Development**
- ▶ **PR Analytics** to monitor the frequency, impact, and ROI of your media placements
- ▶ Please ask us for more information and a specialized price quote for these services.



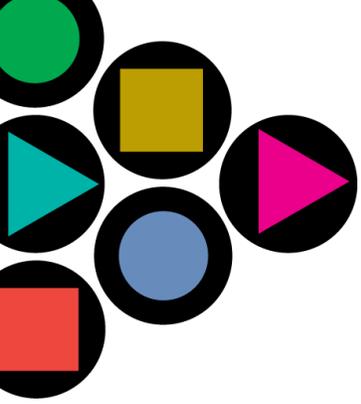
# what to expect

Unlike marketing, publicity placement  
isn't guaranteed—  
it has to be earned.



# HOW RPS INCREASES YOUR LIKELIHOOD OF PR SUCCESS

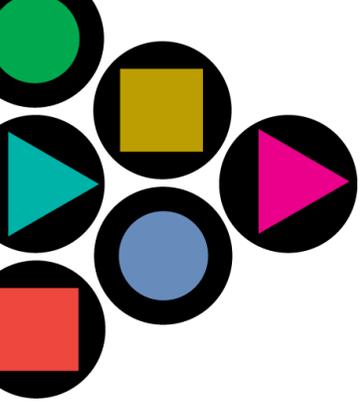
- **We love and know entrepreneurship, tech, and the music business.** We've been an integral part of it for 19 years. We keep up on several ever-changing industries through conferences, monthly in-house training, our clients, and lots of reading with an eye for innovation, impact, and what's on the horizon.
- **We routinely nudge you with dig-deep thought provoking questions** so we understand your company, technology, values, and how your work is transforming the industry.
- **We do the outreach included with your campaign, pitching at least 900 journalists.** While we've seen serious news generate 70 hits in a week, campaigns typically average 4-5 placements per month, which has a real impact on visibility over the course of a year.
- **Even with 18,000 journalist contacts,** we continue to reach out and build our relationships with writers new and old in multiple industries.
- **We pitch everyone**—large national news and business outlets, music outlets, and small niche and lifestyle outlets that appeal to your target audience.
- **We are persistent and persuasive.** We don't just e-blast your story. We follow up with personal calls, emails, tweets, direct messages, and new angles again and again.
- **It is our policy to be retained by no direct competitors** at the same time, so that we can give *your* story our undivided attention.
- **We provide extra perks like industry introductions,** assistance with conference panel placements, award and creative project suggestions, interview coaching, and marketing consultations.
- **We encourage you to provide high quality content** so that we can pitch guest blog posts and OpEds for you.



# THINGS WE CAN CONTROL TO MAKE A GREAT PR CAMPAIGN

The most successful campaigns:

- **Understand that the best way to get press is to be newsworthy.** How is your company and product/services impacting the industry or society, or setting or responding to a trend? Why are you someone others want to read about?
- **Have a well-tested platform** that's attractive, user-friendly, solves a problem, and is currently available for use.
- **Have some initial traction** with a fairly substantial number of users, partnerships, etc.
- **Have a great story to tell.** What obstacles have the founder and company overcome? What's interesting about how the company got started? Is the company involved in the community? What's innovative about your company culture or how the product is produced?
- **Make a commitment to be available** for as many interviews that we can schedule.
- **Have high quality logos, images, videos, and screenshots** available before the start of your campaign.
- **Respond immediately to your publicist's requests** for press release edits and interview availability so that we can get right to work, doing as much for you as possible. When you get too busy to respond, empower a trusted colleague to approve drafts and edits in your place.
- **Treat all interview and placement opportunities as valuable.** The more you, your company, and story get out there, in whatever outlet, the better your online search engine optimization and the greater your exposure to customers and journalists. Repeated exposure is required to gain momentum and other journalists' attention. You almost always have to be a small story before you're a big story.



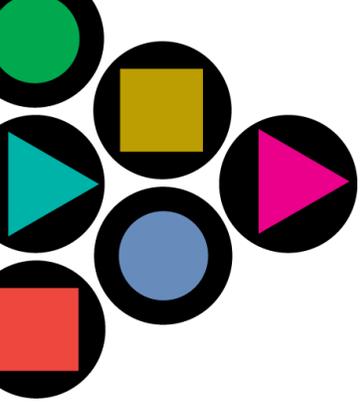
# THINGS THAT ARE OUTSIDE OF EVERYONE'S CONTROL

- What else is currently making the news
- When journalists take time off
- Journalists' workload and other projects
- Outlets' editorial calendars, which can delay stories from posting on our timeline, but has the benefit of extending coverage over a longer period of time

**We never make promises we cannot keep. We encourage clients to understand that press is never a guarantee. Together we can increase your PR impact by being prepared, having fast turnaround times, and saying yes more than no to media opportunities.**



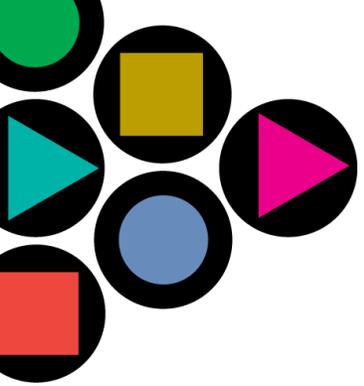
budget



# FEES AND TERMS

Starting at \$5000/month  
for a 6-month campaign

- The first and last months' payments are due before your campaign begins.
- Three signed documents are required to begin a campaign: contract, understanding publicity document, & credit card authorization form.
- You have the option of letting us charge your credit card automatically each month, or to pay by check via monthly invoice, with a credit card on file as a back up. Payment is due within two weeks of receiving your invoice.
- Please let us know in writing whether you will renew your publicity contract 60-days before the end of your current campaign.



# CONTACT US!

We'd love to talk with you about your publicity needs.  
Email [jade@rockpaperscissors.biz](mailto:jade@rockpaperscissors.biz) to set up a free consultation.

**Jade Prieboy**  
New Business Manager

[jade@rockpaperscissors.biz](mailto:jade@rockpaperscissors.biz)  
(812) 339-1195 x106  
Skype: rockpaperscissors511

Please visit [www.rockpaperscissors.biz](http://www.rockpaperscissors.biz) to see our clients' online press kits, samples of our writing, and the types of hits we secure for our clients.

