



# Public-Relations and Marketing Proposal

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## **CompanyX**

Ozzie Nelson, CEO

Steve Young, Chief Business Officer

## **Lindum3**

Gayle Armstrong, Contractor

## Overview

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I specialize not only in startups, but specifically satellite communications. I have been in the satcom/wireless arena for the past 20 years, specializing in both traditional and digital marketing, branding, and public and analyst relations. Before that I was in the aerospace business specializing in public information, publications, and exhibitions.

I have marketing and communications experience with large companies that offered network services, satellite services, and IT (Hughes, Loral Space and Communications, Computer Associates) and small startups (UltiSat, Signal Mountain Networks, NSLComm, GetSAT). This experience has run the gamut from creating integrated marketing services encompassing branding and messaging, marketing communications, PR, trade shows, speaker placement, association activity, etc. to just simply writing and placing news releases.

## Business Objective

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### Goals

CompanyX is planning to seek more funding towards the end of 2018 and is looking to create a greater public profile. To this end it is looking to:

- Solidify and confirm its messaging and branding strategy.
- Confirm its product offerings, target markets, and potential clients.
- Increase its public-relations outreach for greater visibility.

### Objectives

To accomplish the above goals, I propose the following:

- **Confirm and clarify CompanyX's messaging and branding.**
  - Currently, your messaging is not that clear. There's lots of cool and very usable copy on the website, but I don't see an identifiable tagline and concrete messaging that is consistent and repetitive.
  - Your current Vision, "Freedom to Communicate," and "Why CompanyX" sections on the website contain some great ideas. We can tighten these messages up to get a better-defined message and brand.
- **Confirm its product offerings, target markets, and potential clients**
  - This would require more research on my part to identify each product/solution and align the marketing outreach to match the products to prospects.
- **Leverage visibility in CompanyX's target markets.**
  - I would need to better understand this. I gather that you have a corporate business plan and I would need to see this to give you details. Meanwhile, I would note that the following generic tactics could be applied to this plan:

- Isolate trade publications in target horizontals (industries; e.g., transportation, NGOs, media, etc.) and verticals (technologies; e.g., satellite, GSM, innovation mags, etc.; finance; e.g., SatelliteFinance, PE Hub).
  - Develop publicity opportunities to publications and trade analysts (news releases, article, speaking opps, etc.)
  - Scour the editorial calendars for potential opps to offer expert
- Beef up the social-media outreach.
  - Add Twitter and Facebook and regularly schedule posts relating to your communications. No pizza party pics, strictly business!
- Send out monthly emails to clients, prospects, and media.
- Maximize any planned trade-show activity.
- Develop case studies and white papers.
- Identify a spokesperson.
  - We need to identify someone at CompanyX that can speak fluently with the media and, possibly, analysts.

## Other

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**Without having really discussed your overall marketing needs, my initial thoughts are that you need to do the following:**

- Focus your branding and messaging.
- Come up with a basic marketing plan to figure out your goals, target markets, product differentiators, etc.
- Besides the website's design, I think you should reconsider its current architecture and how it is organized going forward.

## Case Studies/White Papers

Again, these are great ways to get your message over and can be a great way to get some coverage and you have already done the journalists' job by writing the story.

## Collateral/FAQs

I see only one piece on the website, and it's vague. It's important to have. As examples:

- Salespeople need a starting point at meetings, booth events, follow-up info., etc.
- Prospects need succinct, attractive info to show internal decisionmakers.
- Use in eMarketing programs for lead-nurturing programs, newsletters, emails campaigns, etc.
- Journalists need something to start from as they are generally not that technical and it offers an opportunity to frame your message.
- Post on websites.
- Incorporate it into social media.

- You might consider a corporate fact sheet and a set of FAQs that help position not only your products, but your com[any history, philosophy, and

It's also important to have control of the original files and the ability to tailor it to specific audiences.

Once collateral is created it can be repurposed in many different ways.

### Media/PR

A quick Google search came up with no media coverage and no media releases. This outreach might need beefing up as it impacts your search-engine results.

### Presentation/Slides

Your corporate presentation is slick, but too text heavy and a little muddled. Just needs a little paring down and some more consistency in branding.

### Social Media

At the very least you should get a LinkedIn site. It will promote news, allow you to showcase individual products, receive alerts when someone mentions you, and leverage your employees personal networks. For a technical company Twitter and

### Trade Shows/Events

Your booth is great, but your whole outreach seemed lacking at the show. I think a review of where you are exhibiting and how you conduct the show outreach might be a good exercise.

### Website

Your website is very lovely in many ways, but it may not serve your needs as well as it could. I would suggest that we do an audit of the site to see what might be improved, which would include an onsite media kit that includes boilerplate, hi-res logo, and links to relevant collateral.

## Conclusion

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To accomplish the business goals that have been established, it is imperative to formulate a plan that defines and reinforces branding, consolidates market presence, and increases sales.