

Elmore Public Relations, Inc. | Firm Services

Strategic Planning

Strategic Planning Process

- Twice a year, Elmore PR (EPR) will convene the client/agency team to look ahead and capture upcoming milestones and discuss how these tie to the overall goals of the organization.
- From this session EPR quickly develops a framework plan which links strategies to goals and tactics to key audiences.
- The plan will span earned media and owned media including an online marketing strategy, utilizing website, social media and influencer strategies.
- The plan is executed by the client-agency team, results are carefully tracked and reported at the next planning meeting. Key learnings are captured and assimilated for future planning purposes.

Campaign Development (Concept & Documents)

- EPR will identify opportunities to develop specific campaigns targeting specific audiences. These opportunities are usually identified during the planning process mentioned above and will be fully developed to include tactics and budget.

Content Development

- EPR develops and updates the organization's key messages document that serves as the basis when communicating with audiences.
- EPR drafts or edits existing content to utilize for earned opportunities in print or online publications as well as across our clients' owned communications channels, such as newsletters, website and social media.

Marketing Partnerships/Sponsorships

- EPR connects clients with resources by building mutually beneficial relationships. Specifically, we identify prospects for a marketing partnership, explore the benefits to each party, outline and document the partnership relationship, and negotiate the agreement. Because the marketing partnership is mutually beneficial, often there is nominal to zero out-of-pocket cost to our clients.
- Partnerships may include, but are not limited to media sponsors, bloggers/influencers, like-minded organizations, online "fan" groups, professional organizations, retailers and restaurants, non-profits, and elected officials and civic leaders.

Media Relations

Media Relations Strategy

- EPR creates the bi-annual strategy for garnering earned media/news stories. The strategy includes types of stories to be told (thought leader, impact, experiential, major milestone, etc.), implementation timelines, placement goals, and measurement tools.

Media Relations Execution

- EPR prepares news releases, pitches reporters, builds media lists, manages interviews, and tracks coverage, which includes audience reach and publicity value.
- EPR prepares reporter briefing documents, key messages and provides coaching for spokesperson. Elmore PR attends/monitors interviews and then follows best practices for follow-up and tracking.

Crisis and Reputation Management

- With more than 20 years of crisis management experience for corporations in North America, EPR provides strategy and implementation to select clients. In some instances, EPR will refer to trusted consultants with a specific subject-matter expertise.

Media Training

- EPR provides on-camera media training sessions for groups of up to eight people.

Online Marketing Services

Social Media

- EPR creates the strategy and content and project manages the implementation for using paid and organic campaigns on Facebook, Twitter, YouTube, Instagram and other social media to communicate with key audiences. We coordinate photography, videography and graphic design to fulfill the strategy.

Marketing Influencer

- EPR researches potential influencers with strong engagement with desired audiences, creates agreements for engagement and tracks results from the engagement.
- As appropriate, EPR plans and executes an influencer event designed to showcase places, products or as a 'meet and greet' with key client contacts.

Marketing Website

- EPR creates the annual plan for website, email and online marketing and provides project management to website vendors or client staff.

Customer Relationship Marketing Online

- EPR creates the strategy for online marketing tactics, including email, newsletters, blogs, and integrates these tactics with social media and website marketing.

Client | Elmore PR Team Services

Account Management

- EPR's proven project management approach includes convening calls and in-person team meetings as needed to implement the plan. Our team leader structures these meetings with collaborative agendas, follow-up action assignments, and day-to-day email updates and tracking.
- EPR comprises a team of seasoned professionals with extensive experience, energy, enthusiasm and ingenuity. Our staff is robust enough to give clients depth and diversity of expertise, while sized to make every account our top priority.

Reporting

- EPR carefully tracks all news coverage and provides clients with reports at six-month intervals. The reports will provide number of stories, estimated audience reach, and publicity value.
- Social media engagement and growth are analyzed, and when specific campaigns are involved, the outcomes are measured and reported.
- Marketing agreements are detailed and tracked.

Resource Development

- EPR reviews client marketing and media relations systems, and develops resources and strategies which strengthen and empower the client/EPR team.

Marketing – Research/Surveys

- EPR helps our clients determine the goals and desired outcomes for any communications- or marketing-related research projects.
- Once goals have been defined, EPR identifies most qualified partners to conduct the research and report on the results.

Community Outreach

Outreach – Public Meeting Coordination

- EPR manages all aspects of coordinating successful community engagement meetings. This includes establishing the timeline for necessary tasks, researching venues, creating invitations, agendas and handouts, conducting site visits, staffing the actual event, creating reports and meeting summaries, and other tasks associated with holding an effective public meeting.

Outreach – Presentation Development

- EPR exhibits expertise in developing effective presentations of many types. We bring a thoughtful, strategic approach to our clients' presentation needs for a variety of audiences.
- Presentation development s may include creation of PowerPoint slides for large or small audiences, creation of executive summaries, scriptwriting, or the preparation of talking points or handouts for intimate briefings.

Community Outreach (cont.)

Outreach – Administrative Support

- EPR provides services in support of our clients' community outreach efforts. This may include database and mailing list management, creation of nametags, production of meeting materials, acquisition of supplies and other support services as necessary to deliver quality community outreach.
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Outreach – Tracking Public Comments

- EPR maintains comprehensive files to track public comments received in response to our clients' community engagement meetings.
 - In coordination with our clients, EPR will draft or edit responses to public comments as necessary.
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Outreach – Communications Strategy and Progress Meetings

- EPR's approach to development and execution of communications strategy includes convening and facilitating calls and in-person meetings as needed to create and implement the plan.
 - Management of the communications strategy includes brainstorming sessions, writing the plan, preparing agendas and notes for the progress meetings, conducting research and surveys, and general client communication, among others.
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