

Our Approach

In the strategic planning process, we...

- Display curiosity by asking questions
- Utilize active listening to uncover messages and milestones
- Develop the plan to achieve clarity
- Support client through plan execution

PROJECT

Less than 12 months

RETAINER

Long term of 12 months or more

Services

Strategic plan may include any or all of the following tactics:

Media Relations

- Media relations strategy
- Media relations campaigns
- Local media relations
- Regional media relations
- Media spokesperson training

Meeting Facilitation

- Advance planning
- Post-event action items
- Onsite or online facilitation and meeting management

Account Management

- Agendas and action items
- Internal brainstorms
- Editorial calendar
- Tracking, monitoring and evaluation reports

Social Media

- Social media strategy
- Social media audit
- Organic social media
- Paid social media
- Social media project management

Content Development/ Management

- Newsletter and blog content
- Web content
- Social content
- Articles and features content
- Online press kit/press room
- Asset development for news coverage
- Copywriting
- Copy editing/proofing

Community Engagement

- Stakeholder relations
- Community outreach
- Public meetings
- Government/community engagement strategy

Influencer Relations

- Influencer engagement strategy
- Influencer audit and target influencer research
- Social media influencer events
- Niche interest leader, thought leader and social media outreach and relationship management

Employee and Executive Communications

- Internal communications audit
- Communications strategy and plans
- Campaign and message development

Our Firm Services

When you work with Elmore, you get a team of experienced, invested communications professionals who become an extension of your staff.

We approach communications as a true partnership with our clients, using our firm's core values - **curiosity, listening, clarity and support** - as the foundation for our relationships. Whether you need support for a project less than twelve months or are looking for a long-term partnership, our team of specialists and strategists is ready to partner with you to achieve your communications goals.

STRATEGIC PLANNING

Every communications assignment begins with discovery. At least twice a year, Elmore convenes your team and ours for a strategic planning session. That's where we'll display our curiosity by asking questions and utilizing active listening to uncover key messages, points of distinction and the milestones that drive our communications strategy.

This session provides clarity and consensus on your big picture goals and objectives. With those as our guide, we will develop a plan detailing the messaging and tactics we will employ to achieve your communications goals. The plan serves as the guide for our work—keeping the team focused on priorities while allowing flexibility to support you by adapting to your changing needs.

ACCOUNT MANAGEMENT

Elmore approaches a new assignment with eagerness and enthusiasm. Our proven methods of discovery, regular team meetings, detailed notes, action items and follow-ups, internal brainstorms, thoughtful review, and diligent project management are staples of our approach. We combine these practices with the

strategic communications and marketing expertise of our talented team to produce recommendations and deliverables that work. As partners, we're not satisfied unless you're delighted with our results.

COMMUNICATION SERVICES

Elmore is driven by a philosophy that messaging and audience dictate the development of all communications tactics. One of the first questions we'll explore with your team is WHAT needs to be communicated and TO WHOM. While messaging may vary slightly by audience, the identification of top-line key messages is critical and cascades across channels and uses. Our team of content specialists has expertise in creating internal and external talking points, FAQ documents, blogs, newsletters, website copy, meeting presentations, leave-behinds, feature articles, and media materials for press kits and/or a press room, and in copy editing and proofing these materials.

Our communications strategists have extensive experience in project managing creative services, including collateral design, video production and photo shoots. While we do not offer these services in-house, we can work in collaboration with your creative services team or manage an external vendor to guide or participate in the production of effective, high-quality creative products.

We can also recommend external partners to develop website infrastructure. We provide project management of website projects and more often as referenced above, supply copy for the development of website pages or content updates on a website. We provide an audit of webpage content as part of the discovery process for any website project.

MEDIA RELATIONS

The discipline of media relations is the foundation of our business. Whether you need targeted outreach for a specific campaign or event or are looking for an ongoing strategy that builds momentum on a series of milestones, our team of strategists and media specialists knows how to engage with media to get your message to the desired audience. Through Elmore's nearly 30-year history, we've developed best practices for understanding the needs of reporters – from local and regional media to national and trade-specific media – and delivering information to them in a way that makes it easy to utilize in their stories.

SPOKESPERSON TRAINING

Our media training builds confidence for new or seasoned spokespersons in a half-day, small group setting of four to six people. Our senior communications strategists fully customize the training to create scenarios relevant to your organization. Then, we guide participants through how to use key messages, which may contain complex information, by distilling them into succinct talking points to share in a presentation or interview. With each round of scenarios, participants are interviewed on camera and then evaluate their performances and receive feedback from the trainer. At the conclusion of the training, everyone walks away with enhanced skills to prepare and deliver remarks for speaking or media opportunities.

CRISIS AND REPUTATION MANAGEMENT

While we do not offer crisis and reputation management as a stand-alone service, we have decades of experience providing critical thinking and guidance to support clients during a crisis event. Of course, the best approach is to plan for these situations in advance, and our communications strategists can help develop a framework plan to define the flow of communications, roles and responsibilities of the team, and key messaging related to potential crises.

EXECUTIVE COMMUNICATIONS

Your organization's CEO and executive leadership team play a crucial role in how your products, services and brand are perceived by internal and external stakeholders. Elmore partners with your CEO and other leadership team members as needed to create a multi-channel executive communications strategy that will help meet your communication goals while also reinforcing key messages, driving engagement, building trust, and leveraging storytelling opportunities.

Elmore excels at identifying opportunities for positioning organization executives as thought leaders for an industry. We work with executives to create and manage content for their online presence, draft and submit award nominations, create or restructure existing thought leadership articles/op-eds to pitch to industry publications, and research and coordinate speaking engagement opportunities.

EMPLOYEE COMMUNICATIONS

Employee communications have never been more important than they are today. While communication keeps people informed, it can do so much more than that. Internal stakeholders want to feel a connection to the business where they work. The right strategy can help build that connection. A comprehensive employee communication strategy involves multiple channels and types of messaging, ranging from culture-shaping communications that tell the stories of your people and programs, business communications that help reach organizational goals, and executive communications that engage employees.

Elmore conducts an audit of existing communications efforts, reviewing your communications ecosystem, including channels, messaging and frequency. We learn what your workforce looks like, and how they best consume information. We then develop and help execute a strategy that may include evergreen, ongoing communications and/or support a particular initiative or moment of importance for your company.

SOCIAL MEDIA

Before beginning a social media strategy, Elmore conducts a social media audit to understand the current performance of the client's social channels, determine a starting point for metric measurement and analyze past performance. We then develop a strategy for using Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn and other social media platforms to communicate with key audiences. These strategies inform a long-term social plan and may also include specific campaigns tied to an event, project or initiative. To execute the strategy, we create an editorial calendar that outlines the channel, content

and images for each post. This editorial calendar may be utilized with an integrated communications plan and include other earned, owned and paid channels.

Our specialists project manage the implementation through our social media management tool, Sprout Social, which allows us to access quality analytics on your audience's activity and preferences. This informs the optimal times to post for engagement, which then yields enhanced engagement. We also monitor social channels for comments and work with our clients quickly and efficiently to develop appropriate responses as needed.

INFLUENCER RELATIONS

Online or off, Elmore has expertise in the growing specialty of influencer relations. These influencers may be content creators (otherwise known as social media influencers) who have a strong online presence and engage with their audience through online channels. We also have experience partnering with niche interest leaders who have influence with a specific community, such as a neighborhood group, or hobbyist organization like a cycling club. Additionally, with the surge of influencer interest, the original influencer – the thought leader – is having a resurgence. These individuals sometimes have an online following, but more likely present as an expert in their industry through articles, white papers and presentations.

Our strategists have strong experience utilizing thought leaders to build or strengthen an organization's positioning on a topic or specific subject matter. We research and identify who the influencers are in your organization's sphere, and how we can partner with them to engage with target audiences. After identifying the type(s) of influencers to approach, Elmore outlines the strategies for engaging with them. This may include guidelines or pre-designed content for sharing, partnering on an article, or through a special event where influencers engage directly with organization representatives. We handle all aspects of managing the relationship from initial outreach to partnership negotiations to reporting on the outcome of the partnership.

COMMUNITY ENGAGEMENT

At the onset of a project or initiative requiring community engagement support, Elmore convenes the client and any other members of the project team for an orientation on the project. From this session, our communications strategists develop a framework plan, which will identify research to be conducted, key audiences, project milestones, timing for public outreach meetings, benchmarks, input desired, and any other marketing or communications deliverables.

In addition, we have a long history of expertise in managing sensitive or complex issues, which often result in projects where community engagement is required. In fact, many of our clients turn to us specifically for this guidance. Supporting transformational projects and working to move forward on complex issues often require the expertise we have in working hand in hand with government representatives and key stakeholders.

MEETING FACILITATION

From productive brainstorming sessions to complex planning sessions, Elmore's senior communications strategists lead teams expertly through custom-designed facilitated meetings. We meet with you in advance to determine goals and desired outcomes, and then design a strategy for leading the group through a set agenda to achieve the desired results. We facilitate the meeting, capture notes and action items, and follow-up with a meeting to outline a path to success on next steps.

Have questions? Ready to take the next step? **Contact Jennie Roberts at jennie@elmorepr.com or 713-524-0661 for more information.**