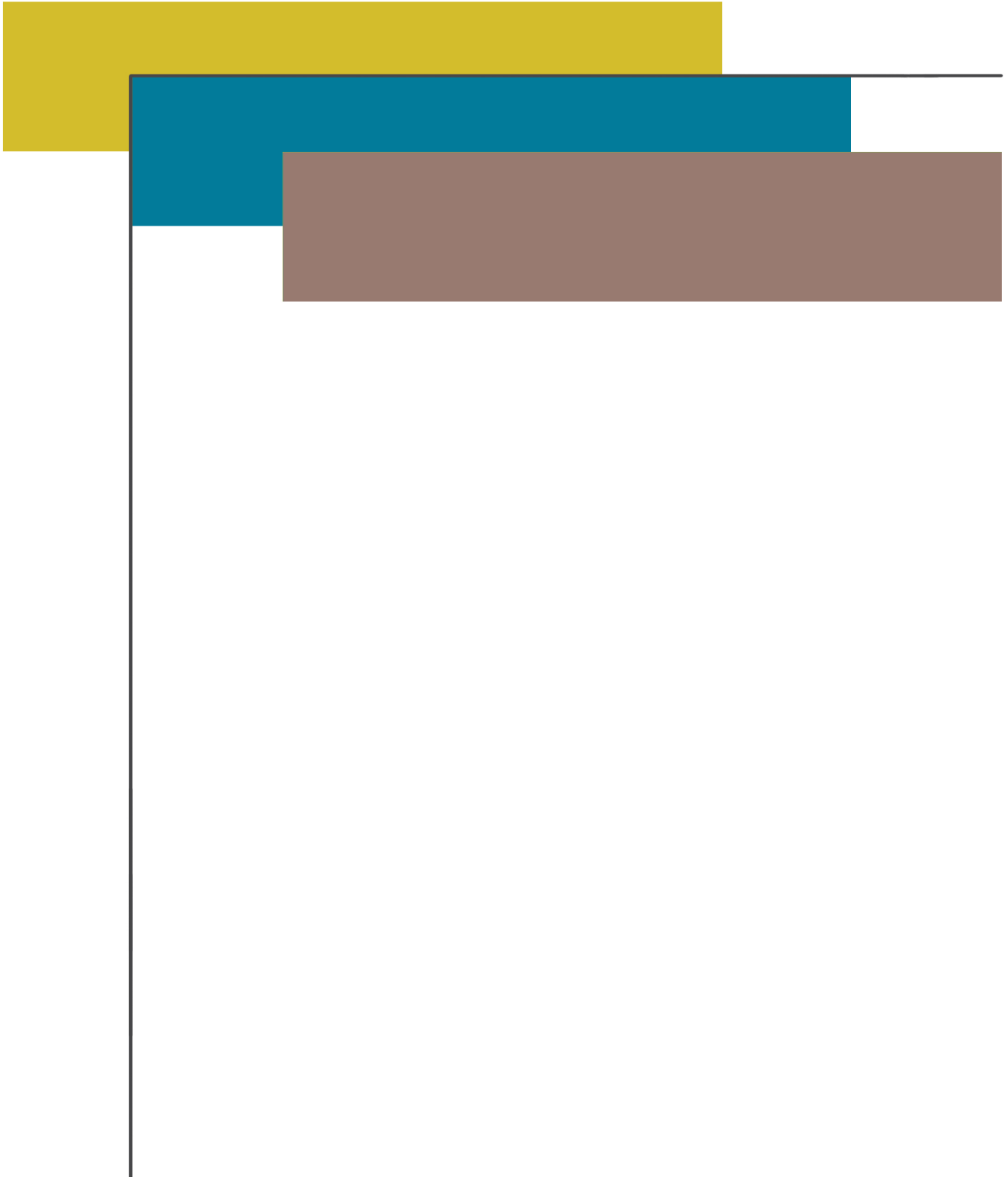


PCR

Strategy & Marketing Proposal



GOALS

PRECISE | CRITICALLY FOCUSED | REVOLUTIONARY

Improve digital presence and execution

Shift toward a responsive, data-driven approach

Address organizational concerns that could impact marketing efficacy

Improve brand equity, reach, and impact by segment

STRATEGY

PROBLEM-ORIENTED | CREATIVELY DEVELOPED | RESPONSIVELY MANAGED

In many ways, **strategy defines everything**. To us, it isn't just a visionary concept; it proceeds directly from the ethical connections we forge with the world around us.

Our strategy begins with identification and clarification of problems. **What needs to be solved?** We're helping our clients find problems in the world that they are well-positioned to address, and then walking with them to draft and execute solutions.

That's our belief about public relations, advertising, and business in general. If we are making the world better, then **we have a story to tell that people want to hear**.

We also believe that it is our responsibility to use diverse **feedback channels** to be constantly improving. We maintain a robust stack and are actively engaged in the larger conversation about how to withdraw meaning from the raw. Don't be surprised when after a few months you understand **grounded theory**, **ethnography**, or **cluster analysis**, because they all come into play when we're looking at how campaigns have performed.

PROBLEM-ORIENTED | CREATIVELY DEVELOPED | RESPONSIVELY MANAGED

PLANNING

STRATEGIC PLAN

The Strategic Plan is the foundation for all marketing activities and provides guidance in the long term (12-18 months). It is a framework under which marketing decisions can be made, and a reference and guide for campaign development. The Strategic Plan summarizes business goals and vision, and configures those into effective strategies by defining a granular picture of industry, clients, and prospects.

SCOPE OF WORK

The Scope of Work is a quarterly document that reflects the vision of the Strategic Plan, but defines more specifically the deliverables of each quarter. This allows for a much higher resolution tasklist, as well as addressable timelines. As well, it engenders accountability and rapid revision when necessary.

REPORTING

CUSTOM REPORTING

Because we have actual data scientists looking at the raw feedback, we are able to generate built-to-purpose, no bullshit metrics that are customized and relevant to the goals of a given project. And what if something becomes irrelevant? We're already working on revising it. We monitor multiple feedback channels in order to generate actual interpretation, not just canned reports. Like we said, we're a team of scientists and marketers.

STACK CONSULTING

- HubSpot Onboarding
- Technical Opportunity ID
- Conversion UI
- Strategic CTA Advisement
- Site Design Consultation
- Content Offers
- Landing Pages
- Thank You Pages
- Content Offer Consultation
- Workflow Development
- Content Strategies
- Social Campaign Dev
- Contact Management
- Ethnographic Segmentation
- Basic Analytic/Metric Dev

\$5200/MONTH

DIGITAL STRATEGY

- Strategic Planning
- Ongoing Metric Evaluation
- Scaled Campaign Development
- Link-building/Digital PR
- Strategic CTA Advisement
- Off-Page Opportunity Dev
- On-page Optimization
- Keyword Analysis
- HubSpot Onboarding
- Technical Opportunity ID
- Conversion UI
- Workflow Development
- Content Strategies
- Social Campaign Dev
- Contact Management
- Ethnographic Segmentation
- Analytic/Metric Dev
- Search Engine Strategy
- Pay-Per-Click Ads

\$8000/MONTH

STRATEGIC PARTNER

- Org Consultation
- Agility Analysis/Recs
- Leadership Consultation
- Long-term Strategy
- Business Development
- Strategic CTA Advisement
- Ongoing Metric Evaluation
- Scaled Campaign Development
- Link-building/Digital PR
- Off-Page Opportunity Dev
- On-page Optimization
- Keyword Analysis
- HubSpot Onboarding
- Technical Opportunity ID
- Conversion UI
- Workflow Development
- Content Strategies
- Social Campaign Dev
- Contact Management
- Ethnographic Segmentation
- Analytic/Metric Dev
- Search Engine Strategy
- Pay-Per-Click Ads
- Story Advisement
- Media Outreach
- Guest Blogging

\$12500/MONTH