

3Points' PR Packages

3Points was founded on the principle of clear, simple, effective communication – we want the process of working with us to be just as easy. We've built our PR packages and products based off years of experience, bundling complementary services that lead to effective outcomes and making it effortless to combine services between earned, owned, and social media. We've also segmented the packages by price to allow clients to pick the services they need based on the budget they have.



Earned:

Actively managing a company's brand and reputation to ensure the public views the organization favorably.

1

(\$6,000/month)

- Build customized media list
 - Including the **power ten**
- Forging new media relationships and enhancing existing ones
- Media training company thought leader
- Expert source and company announcement pitching
- Interview prep, facilitation, and follow up
- Press release drafting, editing and distribution
 - One per quarter
- Build events and awards calendar

2

(\$9,000/month)

- Build customized media list
 - Including the power ten
- Forging new media relationships and enhancing existing ones
- Expert source and company announcement pitching
- Interview prep, facilitation, and follow up
- Build events and awards calendar
- Availability to join larger marketing strategy sessions
- One additional press release per quarter (two total)
- An additional award submission per quarter
- An additional media training one additional thought leader (two total per quarter)
- Vet, pitch, & prepare for one (virtual or in-person) speaking opportunity per quarter

3

(\$12,000/month)

- Account will be led by an account director
- Build customized media list
 - Including the power ten
- Forging new media relationships and enhancing existing ones
- Expert source and company announcement pitching
- Interview prep, facilitation, and follow up
- Build events and awards calendar
- Availability to join larger marketing strategy sessions
- Draft, edit, and distribute three press releases per quarter
- Draft quarterly content piece in the CEO's name
- Vet, pitch, & prepare for two (virtual or in-person) speaking opportunities per quarter
- Draft and submit one additional award per quarter (two total)
- Establish and media train two additional thought leaders (three total)
- Develop and execute crisis management strategies
- Quarterly VPaaS

Owned:

Creating the narrative from POV content that is made on your terms: in scale, creativity, intensity, timing, and platform.

1

(\$6,000/month)

- Corporate content strategy development
- Copy edit up to 2 content pieces per month
- Create 5 content pieces (blog posts or equivalent) per quarter
 - Including up to 1 research-intensive piece
- 12 hours of multimedia (design/animation/video editing) per quarter

2

(\$9,000/month)

- Corporate and CEO content strategy development
- Corporate editorial calendar
- Copy edit up to 4 content pieces per month
- Create up to 8 content pieces (blog posts or equivalent) per quarter
 - Including up to 2 research-intensive pieces
 - Breakdown by author:
 - 4 content pieces from corporate brand
 - 4 content pieces from CEO/executive
- Develop the concept for a LinkedIn newsletter with one executive, and pitch it to LinkedIn. (If accepted, this can be a venue for the CEO/executive content pieces.)
- 24 hours of multimedia (design/animation/video editing) per quarter
- Quarterly content analytics report

3

(\$12,000/month)

- Corporate and CEO content strategy development
- Editorial calendar management
- Copy edit up to 6 content pieces per month
- Create up to 10 content pieces (blog posts or equivalent) per quarter
 - Including up to 3 research-intensive pieces
 - Breakdown by author:
 - 5 content pieces from corporate brand
 - 5 content pieces from CEO/executive
- Develop the concept for a LinkedIn newsletter with one executive, and pitch it to LinkedIn. (If accepted, this can be a venue for the CEO/executive content pieces.)
- Develop concept for quarterly company newsletter. (Can also draft the content as one of the corporate brand content pieces.)
- Lead one additional large-scale content project per quarter (e.g. Brand ID Kit, Industry Survey, etc.)
- 40 hours of multimedia (design/animation/video editing) per quarter
- Monthly content analytics report

Social:

Engaging directly with your audience and, importantly, giving them the opportunity to engage with you.

1

(\$3,000/month)

- Audit of and strategy development for corporate accounts (first month)
- Create social posts (starting second month) and maintain editorial calendar
 - Create ~2 social posts per month on LinkedIn
 - Create ~2 social posts per week on Twitter
- Create ~2 social graphics per month
- Quarterly social analytics report



2

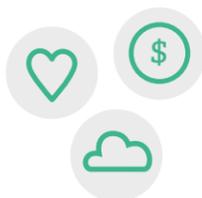
(\$5,000/month)

- Audit of and strategy development for corporate accounts (first month)
- Draft social posts (starting second month) and maintain editorial calendar
 - Draft ~1 social posts per week on LinkedIn
 - Draft ~4 social posts per week on Twitter
- Campaign generation and execution
- Create 1 graphic per week (e.g. GIF or infographic)
- Comprehensive quarterly social analytics report
- Individual LinkedIn and Twitter audits for 1 executive per quarter

3

(\$7,000/month)

- Audit of and strategy development for corporate accounts (first month)
 - Develop strategy for meme usage from corporate and/or executive use
- Draft social posts (starting second month) and maintain editorial calendar
 - Draft ~3 social posts per week on LinkedIn
 - Draft ~6 social posts per week on Twitter
- Campaign generation and execution
- Create 2 social graphics per week
- Direct message journalists on behalf of brand and engage in discussion of ideas
- Quarterly targeted follower campaigns
- Monthly comprehensive social analytics report
- Individual LinkedIn and Twitter audits and for up to 3 employees per quarter
- Continuous consultation with one executive on individual social strategy



4

Special Packages

5

Earned 45 days – Funding PR Package for Startups – \$5K

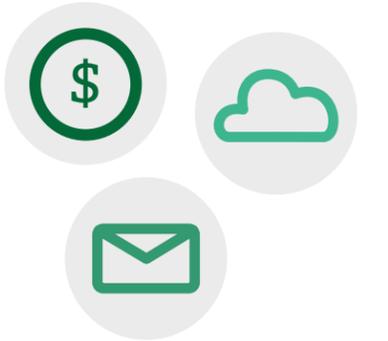
90 days – Earned Coverage Sprints – \$25K

120 days – B2B WhisPR – Starting at \$30K

- Needs analysis
- Intros to capital, prospects, or industry partners

VPaaS – Starting at \$15,000

- Deliver strategy document
- Conduct outreach to participants (moderator & panelists)
- Design supporting promotional graphics
- Outreach to media and industry influencers
- Assist in the promotion of the virtual panel
- Schedule & hold call with the moderator
- Schedule & hold prep call with all participants (moderator & panelists)
- Execute day-of event
- Follow up with media and offer to connect them with panelists via email
- Provide edited recording of virtual event with client for continued use.



Owned Brand Blueprint – Starts at \$20,000

- Defining, positioning, and communicating your brand

Logomark – Starts at \$3,500

- Brainstorm, concept, design, and iterate on brand logo to be used across all mediums.
- Deliver both static and dynamic (animated) versions
- When combined with Brand ID or existing retainer, combined price drops 5%

60 to 90 Second Animated “Problem Solved” Videos – Starting at \$3,000

Graphic Headshots – \$250 per headshot

Company Values Visuals

(incl. Concept development. Printing/shipping costs are added without markup)

- \$800 for one poster, plus one round of revisions
- \$2,000 for three posters, plus one round of revisions
- \$500 per poster for any posters above three

Custom Company Email Signatures – Starting at \$500

Podcast Development and Promotion – Starting at \$6,000 for x2 per month

- Topic creation, name creation, determine frequency, secure the necessary equipment and technology, pick guests, invite and book guests, prep guests, prep client, record the episode, edit the episode, add music/audio effects, create album art, determine where the podcast will be hosted, promote the podcast.

Social

90-Day Personal Brand and Reputation (PBR) – \$3,000 per month

90-Day Social Strategy Development – \$3,000 per month

PPC Strategy and Management – Starting at \$3,000

Combination Pricing

- When two retainer service packages are combined, the monthly spend **drops by 15%**
- When three retainer service packages are combined, the monthly spend **drops by 20%**
- When a product package is added on to a retainer package, the product package **drops by 10%**
- When you sign for a year with an earned, owned, and social package, the monthly spend **drops by an additional 5%**

Where your retainer goes

- Taking care of our 3Pointers with competitive salaries, comprehensive benefits, time to pursue their personal passions, and opportunities to reinvest in their professional growth.
- Procuring best-of-breed tools that to help us execute work with agility and at a high level and track impact, including:
 - Cision for media contact research and data
 - Trade, local, and national media subscriptions
 - Monday.com for workflow management
 - Adobe Creative Cloud and Canva Pro for design and animation needs
- Allowing us to give back. We make financial gifts and/or donate hundreds of hours each year in aggregate to 501c(3) companies including [T4Youth](#), [The Justin Wynn Foundation](#), and [Plant Chicago](#).
- Funding our work infrastructure needs.

