



Communicate Fully™

Emerging Innovator Communications Package

Do people know your stories? Are you communicating fully? How do you rally for greater mindshare among potential customers, distributors, VARs, media and other opinion leaders?

There is no reason why limited resources should deter your innovative company from launching a robust communications campaign.

Kelly+LoDestro has developed the Emerging Innovator Communications Package designed for companies with less than 50 employees. We define the innovative company as one that embraces new and enhanced strategies.

Emerging as well as experienced innovative companies need sales, distribution and a stealth path to market. Equally important is to stay within budget AND realize a return on investment.

The scope of this communications package includes all or most of the following deliverables. These initiatives -- as well as any others that are deemed relevant during our thorough communications review and analysis -- are essential for your company to pursue sustainable growth via effective communications.

Deliverables:

- Total Communications Review and Analysis: A look under the hood to review what is being done, what has worked, what hasn't, the company's goals and resources. Also a look at what your competitors are doing. This is done both on-site and off-site.
- Brand Consulting: Consultation to create the brand positioning and unique selling propositions, as well as the timeline and budget required for a successful roadmap and campaign.
- Media Relations: Develop vertical market media database. Write and distribute news releases maximizing Search Engine Optimization (SEO). Also, develop list of stories that can be pitched to trade, business and local publications.
- Case studies/white papers: Develop list of potential customer case studies and white papers.
- Trade shows/events: Research and recommend trade shows and events for your company to have a presence – either walking the floor, exhibiting or speaking.
- E-mail Marketing – Design and execute a professional, opt-in email campaign with full metrics and reporting.
- Social Media: Establish a corporate presence creating two-way dialogue with your customers, potential customers, employees and other audiences.
- Strategic Spreadsheet: Campaign tactics organized into an Excel spreadsheet broken down by each month for easy management and tracking progress on all tasks. Essentially, everyone works off the same page(s).
- Reporting: We provide a monthly report that outlines all of our activity and results. Of course, an even better barometer we aim to measure will be in the areas of company sales, lead generation, media and analyst interest and growth.

Pricing and Timeframe

Fees: \$4,000 per month with a 30-day cancellation clause.

Timeframe: Engagement is typically between six and nine months and includes on-site and off-site activity.

Contact

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