



Publicize.co

PUBLICIZE FAQS

CONTENTS

Introduction.....	03
Who Is Publicize?.....	04
PR ROI.....	06
Our PR Tactics.....	10
How We Work.....	13
DIY PR.....	16
Conclusion.....	18

INTRODUCTION

Thank you for downloading Publicize's FAQ!

We've broken this into five sections:

- Who is Publicize?
- PR ROI
- Our PR Tactics
- How We Work
- DIY PR

We hope that by the end of reading this you're clued up on all things Publicize.

If you want to learn more about the ways we can help your business achieve its media goals. Book [a free PR assessment](#) today.

Or if you simply want to learn more about PR and marketing, check out [our resource center](#).

Anyways, happy reading!



WHO IS **PUBLICIZE?**



PUBLICIZE FAQS

WHO IS PUBLICIZE?

We were founded back in 2013 with a single mission: to offer high quality PR and media coverage to startups and entrepreneurs who were priced out of a broken PR industry.

Since we were founded, we've stayed true to our original mission, by helping hundreds of businesses win the media coverage and exposure they need in order to grow.

This is something we like to call
'PR FOR GROWTH'

We're able to do this by approaching PR differently to legacy agencies. We don't charge large retainers or simply send out press releases when you have something to announce. Instead, we've taken a transparent and modular approach to PR, where you only pay for what you need.

OUR CULTURE

Although we've grown into a company of more than 70 employees and over 100 clients, we still like to consider ourselves a startup. This mentality runs through everything we do, from our continuous innovation to our anything's possible attitude.

And being based in Medellin - Colombia, one of Latin America's fastest growing tech and innovation hubs, we've been able to build a truly international team of PR experts.

This includes native English speaking writers, journalists, strategists and marketing specialists from more than 15 countries.

We believe that it's this culture that enables us to really understand the needs of today's startups, allowing us to design and implement PR strategies that deliver real value.

OUR PURPOSE

We bring visibility and attention geared towards growth to initiatives, projects and people from all around the world and in all stages of their business/process.

We will fulfill our purpose by providing support, value and expertise to startup and entrepreneurial ecosystems in all continents, as we look to become the default communications service for the industry.

Take a peek inside our
multinational office:





PR ROI



PUBLICIZE FAQS

HOW MUCH DOES A PR PACKAGE WITH PUBLICIZE COST?

We offer four different PR packages: Basic, Growth, Enterprise, and Enterprise Plus.

Here's a breakdown of our different PR packages:

HOW OUR PR PLANS COMPARE				
				
Plans	BASIC	GROWTH	ENTERPRISE	ENTERPRISE +
Price	\$600	\$1200	\$2500	Prices upon request
Tactics Running Simultaneously	1	2	Up to 4	Up to 6
Tactics Included	-Press releases -Media pitches	-Press releases -Media pitches -Guest articles -Blog management -SEO assessments	-Press releases -Media pitches -Guest articles -Blog management -SEO assessments -Corporate videos	-Press releases -Media pitches -Guest articles -Blog management -SEO assessments -Corporate videos
Scheduled review calls	Quarterly	Monthly	Weekly	Calls Upon Request
Media Strategy	✓	✓	✓	✓
Access to a senior creative team			✓	✓
Unlimited Customer Support			✓	✓

HOW MUCH IS A PRESS RELEASE?

We don't offer a standalone press release service, rather this service is included in all of our different packages.

Our press release distribution service offers features that more expensive competitors don't. Take a look at how we compare here:

	Cost*	Reach	Writer service included?	Dedicated Account Manager?	Other PR services included?
 Publicize	\$600	Global	✓	✓	✓
 PR Newswire	\$1,054	National	✗	✗	✗
 NEWSWIRE	\$1,649	Global	✗	✗	✗
 A Berkshire Hathaway Company	\$9,195	Global	✗	✗	✗

*Cost per press release, based on either monthly subscription or one off fee. Correct as of Sep 2019.

 | Publicize.co

WHAT SIZE SHOULD MY BUSINESS BE BEFORE INVESTING IN PR?

It's never too early to invest in PR!

In fact, we've found that startups' messaging is easier to mold than more established businesses.

Furthermore, if you're a larger company, we can come in and identify PR tactics to take you to the next level.

CAN YOU GUARANTEE RESULTS?

We operate in an [organic earned media style](#), as opposed to sponsored posts.

Based on this methodology, the journalists we pitch to are in total control of what content gets picked up and what doesn't.

However, we do guarantee a specific schedule of work based on our tried-and-tested Publicize methodology.

Moreover, we have relationships with reporters and publications across various industries and a wealth of experience when it comes to [pitching to journalists](#).

WHEN WILL I START SEEING RESULTS?

Getting results in PR is like exercising.

You can't expect to become a picture of health from just a few workout sessions (however nice that would be!).

The more effort you put into your engagement with us, the faster you'll start getting real results. It's not unusual to see results in the first month.

However, it's best to come prepared for the first three months' focus to be on a killer baseline of work.

DO YOU HAVE CASE STUDIES?

Sure we do! Check out some of our [previous success stories here](#).



OUR PR TACTICS



PUBLICIZE FAQS

WHAT TACTICS ARE INCLUDED IN EACH PR PACKAGE?

The tactics that we offer depending on the PR package you sign up for.

Some of these services include:

- Thought leadership
- Media relationship building
- Special pitches
- Design services
- Corporate and infographic video services
- Event management
- Blog management
- SEO strategy and consultation
- Social media audits and management
- Webinars
- Podcasts
- Content creation
- Keystone documents

For more details on the different PR tactics we offer for each package, **go to page six**

WHO OWNS THE CONTENT YOU PRODUCE FOR ME?

The client is always the owner of the work once it is produced.

WHY ARE THERE ONLY LONG TERM STRATEGIES?

As we've mentioned before, PR is not a quick fix.

Therefore, you need long term thinking and planning if you want to see results that last. Take it from us, you can't make friends with the press overnight!

CAN I GET RESULTS IN MAJOR PUBLICATIONS?

Yes, many of our clients who work hard to build a relevant company narrative and master their audience profile do.

Read [how we helped intive](#) get featured in Entrepreneur, Tech Crunch, and Venture Beat.

IS IT IMPORTANT TO HAVE A BASELINE OF WORK BEFORE REACHING OUT TO THE PRESS?

It absolutely is.

Before any journalist or media outlet will take you seriously, they will do some basic research to check out who you are. If you've ever Googled anyone you know exactly what I mean!

The press may check:

- Your website
- Your leadership team
- Any keystone documents (journals, white papers)
- Case studies
- Messaging across your variously owned channels
- Community engagement on your blog, social media, or other channels

In PR, this is known as your social proof. To [build your social proof](#), it's vital your business has all these boxes ticked off before outreach begins.



HOW WE WORK



PUBLICIZE FAQs

WHAT TYPE OF TEAM DO I GET WHEN I SIGN UP?

We offer a completely managed service. You'll receive a team dedicated to managing your account and your content/copy for your entire engagement.

Based on your package, your team may consist of:

- An Account Executive
- A Writer
- An Account Manager
- A Marketing and SEO Specialist
- Additional Editorial Staff

WHO ARE THE ACCOUNT MANAGERS?

For more information on our Account Managers, **click to the next page.**

WHAT IS THE PUBLICIZE DASHBOARD?

At Publicize, we use a central portal for communications called our Client Dashboard.

Here you can see all of the work your team is doing, the status of tactics and pitches, edit and approve drafts, or just touch base during some office downtime.

OUR ACCOUNT MANAGERS:

SJOERD MARTENS - DEPUTY HEAD OF ACCOUNT MANAGEMENT

Sjoerd is our Deputy Head of Account Management. He's from the Netherlands (hence his difficult name). His background is in international business and entrepreneurship, with a Master's degree in Business Administration and history in working for startups in the sharing economy.



CRIZ GUERRA - SENIOR ACCOUNT MANAGER

Criz is a senior account manager at Publicize. She has a background in advertising and communications with over 10 years of experience working with brands from different sectors such as retail, fashion, automotive and other consumer products and services, including Concepto by Ángel Sánchez, Pinto, Floralp, Chrysler, Fiat and Avis amongst others.



DRESDEN LEITNER - SENIOR ACCOUNT MANAGER

Dresden has 8 years of experience working in the communications industry within a broad range of verticals. With a background in strategy, business, events and cultural projects. She has worked with clients including Red Bull, Bacardi, Southbank Centre, Roundhouse, and various other businesses including Publicize.



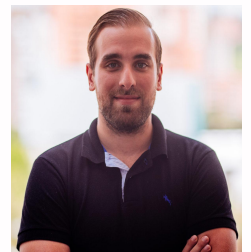
JACOB CROMPTON-SCHREIBER - ACCOUNT MANAGER

Jacob Crompton-Schreiber is a proud Londoner with a degree in Politics. An experienced account manager who mixes a keen eye for detail with a creative streak to build and shape engaging client stories. Jacob takes a global approach, from working with a range of clients from New York to Singapore, to his speciality focus on clients in the tech sector.



LUCA TOFAN - ACCOUNT MANAGER

Luca Tofan is an Account Manager at Publicize who was born and raised in Toronto, Canada. With a background in Journalism from Michigan State University, Luca implements out-of-the-box creativity in clients' PR strategy and has serviced clients in industries ranging from blockchain to B2C products, artificial intelligence and so forth.



LAURA FIELD - ACCOUNT MANAGER

Originally hailing from York, UK, Laura graduated from the University of Oxford with a degree in Modern Languages and Literature (French and Spanish). She gained experience working in recruitment at Google before transitioning into PR. At this agency, she implemented projects for blockchain, cryptocurrency and fintech startups.





DIY PR



PUBLICIZE FAQS

WHAT IF I DON'T HAVE THE BUDGET RIGHT NOW?

The best thing you can do for your company before starting PR is to [create a strong brand identity](#).

You can also take proactive steps towards analyzing what your company's growth goals are.

At Publicize, we believe that setting SMART goals is essential in planning your PR strategy:



If you need some outside help, our PR consultants can help walk you through the process of planning your strategy free of charge.

DO YOU HAVE FREE RESOURCES?

You betcha! [Our resource center](#) is packed full of useful PR tactics for businesses of all shapes and sizes.

WHAT'S INCLUDED IN PUBLICIZE'S PR ASSESSMENT?

Let our Head of Growth and Business Development, Jennifer Poole, explain what's included in our free PR assessment:



CONCLUSION

We hope that this has given answers to those unanswered questions about Publicize.

If you have addition questions, or simply want to learn more about how Publicize can help you business achieve its PR potential, get in touch today to [book a free-PR assessment](#).

Or if you'd like to learn more about PR and marketing, check out our [resource center](#) for more resources like this!



Startup PR doesn't begin and end with a nod from TechCrunch. When applied correctly, PR plays a fundamental role in building legitimacy, credibility and awareness – the vital foundations for growth.

At Publicize, our mission is to help you build the foundations for growth with PR and social media strategies tailored to your needs.

To learn more about how you can use #PRforGrowth, book a free consultation with one of our specialists and hear our thoughts on how a PR and social media strategy could be tailored to your needs.

Request a free consultation

info@publicize.co

www.publicize.co

+1 (646) 480-0356

PUBLICIZE FAQs