

Simply put, the Gold Service Package is our Silver Service Package on steroids. Perception will provide the client with enhanced public relations activities and will begin to incorporate many key marketing elements needed to make the right impression on the media.

The Gold Service Package includes all items from our Silver Service:

- Press Release Development and Distribution
- Press Room Development
- Basic Media Kit Creation
- Interview Coordination
- Tracking and Follow-up
- Introduction to the Media
- Basic Interview Skills Training
- Article/Story Pitching

As well as the following services:

GUEST COLUMNS/ARTICLES

Many publications across the country, particularly in the financial services industry, accept guest columns and articles for publication. Perception will work with you to develop article/column concepts and content. We will assist you in writing the pieces then will represent you in having publications publish the content.

MEDIA BLITZES

One of the most effective ways for getting the media to recognize you as a professional is to get out and meet them face-to-face. Whether in your own community, or in New York City, the heart of the financial media, Perception will arrange periodic meetings with the media for you. We have the ability to arrange private meetings and meals with selected reporters, or we can develop full one-day or two-day schedules where you meet with as many media outlets as possible.

PRESS EVENTS

Most financial professionals conduct seminars, workshops, and assorted events where clients and prospects are invited to learn about a specific financial concept. Many in the media take interest in these events because it allows them to obtain information they can use for their own reporting. Perception will work with you to invite key members of the media to your event so they may witness your professionalism first-hand.

MEDIA DRIP CAMPAIGN

Keeping your name in front of the media is paramount in our publicity efforts. The Media Drip Campaign will allow us to "drip" information on reporters from time to time that provides details about who you are and how you can help them. In conjunction with our Creative Director, we will design a campaign that serves our needs and is consistent with the same look and feel of your other marketing materials.

CUSTOMIZATION OF MEDIA KIT

We create and provide you with a customized set of templates for all of the items in your media kit. The templates will closely follow your existing look, logo and color scheme in an effort to show consistency throughout all of your materials. Perception's Creative Director will head the effort to make the templates something the media can use, but will also be useful in your other marketing packages you distribute to clients and prospects.

This service package includes weekly conference calls with Perception, Inc. The calls will be set up on a set day and time. This package is **ONLY** offered as a one-year contract. We also have a list of additional services that we provide to help you customize your package to what will most benefit you.

Our silver service package is specifically designed for professionals who crave media attention and awareness of their services and talents. The package contains the basic elements of effective media relations that are specifically tailored to you and your organization. Perception works with you to develop the public relations plan and implements the vital plan components.

THE SILVER SERVICE PACKAGE INCLUDES:

PRESS RELEASE DEVELOPMENT AND DISTRIBUTION

All financial professionals and companies have newsworthy information that must be shared with the media. Perception will develop all press communications, including press releases, and will distribute them to targeted media outlets through a variety of distribution tools.

PRESS ROOM DEVELOPMENT

Your website is one of the best vehicles for communicating with the media, but if you do not have a section geared specifically for them, they will not notice you. Taking into account that more members of the media utilize the Internet to identify expert resources, Perception will work with your existing Webmaster to develop a "Press Room" where the media can learn about you and what you can offer them. We will develop several sections, including Online Media Kit, In The News, Company News, and Contact Information.

BASIC MEDIA KIT CREATION

When marketing your business to potential clients, you develop materials that explain who you are, the services you offer, and how you can benefit them and their needs. Members of the media need to be marketed to as well, so Perception will develop a basic media kit that can be distributed to potential news sources to help them learn how you can help them. The kit will be distributed to targeted media and will be placed on your website under the "Online Media Kit" section of your new Press Room. The Basic Media Kit includes an Executive Biography, a Products & Services sheet, a Facts & Statistics sheet, a Company Backgrounder, an In The News sheet, an Article Pitch sheet, and Contact Information.

INTERVIEW COORDINATION, TRACKING AND FOLLOW-UP

Distributing materials for the media to consider is not enough. Persistent follow-up is required for the materials to be understood and considered by reporters and editors. Whether a Press Release or article pitch is distributed, Perception will take the initiative to contact the targeted reporter or editor with phone calls and electronic communications to help them determine if the material fits their editorial requirements. Perception will then act as the liaison between you and the media to coordinate interview times and meetings, coordinate the needed follow-up work with the media, and then track the placement.

INTRODUCTION TO THE MEDIA

Many journalists will only report on information sent by known professionals within the community, that is why Perception will first distribute introductory materials to the media prior to sending out any Press Releases or article pitches. Perception will distribute the Media Kit and send personalized letters introducing you, as a viable resource for their reporting needs. Introductions will be ongoing throughout the duration of the contract as media turnover is extremely high.

BASIC INTERVIEW SKILLS TRAINING

Many financial professionals are novices when it comes to the art of interviewing. Even if they have some experience, there is always room for improvement. Perception will conduct one-on-one interview training with the client to help them better understand the tactics for making your message, not only heard, but understood. Before every interview, Perception will discuss the upcoming opportunity and provide thorough input on how to make the interview a success.

ARTICLE/STORY PITCHING

Members of the media need to know that you are an expert resource of information, opinion, and commentary. To do this, Perception will work with you to develop article/story pitches that can be distributed to the media for them to “sink their journalistic teeth into.” Pitches are developed by you utilizing your knowledge of the profession and distributed to the media by Perception. Not only are the pitches useful in showing the media you are a professional, but they also keep your name in front of journalists. This becomes increasingly helpful when distributing other materials to the media.

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Many professionals not only seek to become known among the media through our public relations services, but they also strive to become a known professional to consumers who may utilize their services. From public relations to marketing plan development and design, our Platinum Service Package is designed so satisfy your communications needs. The Platinum Service Package is like hiring an experienced, full-time communications professional for your staff. The added benefit is that you don't have to increase your in-house staff and don't have the issue of added administration and benefits responsibilities.

The Platinum Service Package includes all items from our Silver and Gold Services:

- Press Release Development and Distribution
- Press Room Development
- Basic Media Kit Creation
- Interview Coordination
- Tracking and Follow-up
- Introduction to the Media
- Basic Interview Skills Training
- Guest Column Op-Ed
- Article Pitching
- Media Blitzes
- Press Events
- Media Drip Campaign
- Customization of Media Kit

As well as the following services:

MONTHLY HTML NEWSLETTER DEVELOPMENT, DESIGN AND DISTRIBUTION

When it comes to marketing yourself to clients and prospects, it is advisable to be persistent with your materials to ensure they will know who you are and what you offer. Sure you can mail the occasional letter, but unless you are diligent in your follow-up, they will forget who you are. That is why we provide an HTML Newsletter service. It allows you to drip information to clients and prospects every month – ensuring they remember who you are and what you do. Perception will create a customized HTML e-mail newsletter template for your business then, every month, we will work with you to develop the content, including one main article, one supporting article, and one call out section. We will then manage your newsletter distribution list and take control over the dissemination of the newsletter every month.

FORMAL ONSITE MEDIA TRAINING WORKSHOP

The professionals of Perception travel around the country to conduct on-site media training workshops for financial professionals and associations. As part of the Platinum Service Package, we will travel to your office and conduct a private training with your entire staff to ensure everyone is fully aware of how to work with the media. The media training will also be used as a time for Perception and your company to set a vision for your business and how our communications activities fit into the overall plan for your business.

MARKETING PLAN DEVELOPMENT

Your current marketing activities may be working. Then again, they may not be working either. Wouldn't you like to know what you can do differently that will attract more business from your existing client base and how you can attract business from new prospects? Perception will work with you to develop a comprehensive marketing campaign that is sure to accomplish your goals. We will develop a campaign to obtain referrals and new business from existing clients, identify new prospects who may benefit from your services, and create a strategy to maintain appropriate communications with everyone.

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