Firecracker

SAMPLE PUBLIC RELATIONS PROPOSAL

EDWARD@FIRECRACKERPR.COM

WWW.FIRECRACKERPR.COM

OUR MOTTO

We get you known, period.

BILL GATES ON PUBLIC RELATIONS

firecrackerpr.com

BENEFITS OF PR

- High quality inbound web traffic
- Consistent inbound lead generation
- High quality backlinks with strong DA
- Stronger reputation
- Increased corporate perception
- “Evergreen” content (always there)

PR STRATEGY PROCESS

- Understanding business needs of client
- Analysis of competitive landscape
- Determine PR goals
- Outline specific PR tactics
- Create targeted media list
- Create 6 month action plan

PR EXECUTION

- Conduct media outreach to targeted outlets
- Source Filing executives as quotable sources for articles
- Thought leadership opinion articles
- Promoting content to the press
- Press release pipeline
- Awards submissions
- Integration with other marketing channels (social media, LinkedIn groups, etc.)

CASE STUDY: AMERICAN HEART ASSOCIATION

- The AHA launched a new Center for Health Tech & Innovation with a closed forum
- High profile attendees included Vinod Khosla and other CEOs, VCs, leading doctors

CASE STUDY: AMERICAN HEART ASSOCIATION

Firecracker secured coverage in Engadget, Tech.co, Rev Cycle Intelligence, Healthcare Now Radio, Health Tech Insider, Patient Daily, Cardiovascular Business, Price of Business radio interview.

CASE STUDY: ASTERRIDE

- asterRIDE is a ride-hailing app competing with Uber and Lyft
- Upon its initial launch in Phoenix, AZ, it was unknown with no downloads

CASE STUDY: ASTERRIDE

"Within months, we were mentioned in top media including CNET and Washington Post. Firecracker secured us stories and interviews in newspapers, television and radio. Firecracker go beyond the call of duty to advise us on all things media and public relations. They are a true member of our team."

-Seth Rudin, founder and CEO

CASE STUDY: SIMULATION STUDIOS

Simulation Studios
A Simulation Development Group, LLC Company
Live a day as your CEO®

- SimStudios does corporate training for Fortune 100 execs using simulation software for “war rooms”.
- At their engagement with Firecracker, they had no press coverage.

CASE STUDY: SIMULATION STUDIOS

"Firecracker landed us high profile articles in Entrepreneur.com, Business Insider and a radio interview within the first few months of our engagement. They've exceeded my expectations of what a PR firm can deliver."

-William Hall, EVP of Corporate Learning at SimStudios

firecrackerpr.com

CASE STUDY: CERTAINSAFE

- CertainSafe pioneered a method of transmitting and storing data called "Microencryption"
- At their engagement with Firecracker, they had no press coverage.

CASE STUDY: CERTAINSAFE

During our 20 month engagement, we secured 87 unique media mentions, reviews or interviews.

Outlets include Information Week, Baseline Magazine, PCMAG, Intelligence Community, eWeek, CRN, Network World, CIO.com, CNN live TV interview, Security Today, Homeland Security Today.

CASE STUDY: BEYOND LIMITS

- Beyond Limits is a stealth AI startup born in the labs of NASA/CalTech
- At their engagement with Firecracker, they had no press coverage or public presence.

CASE STUDY: BEYOND LIMITS

Firecracker worked directly with the Wall Street Journal to secure an exclusive story on client's Series B funding of $20 million with BP Ventures.

Since then, Beyond Limits has been in ZD Net, Financial Times, Forbes, Huffington Post, Entrepreneur.com.

DOW JONES, A NEWS CORP COMPANY

DJIA 21194.41 0.10% | S&P 500 2433.17 0.00% | Nasdaq 6305.61 0.13% | U.S. 10 Yr -7/32 Yield 2.202% | Crude Oil 45.84 0.26% | Euro 1.1217 -0.36%

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NEW MONEY

Beyond Limits Brings Cognitive Computing to Industrial Firms

BP makes $20 million investment in data-mining startup

By Tomio Geron

June 7, 2017 7:30 a.m. ET

Industrial companies are aiming to turn the reams of data that their machines produce into improved business.

Beyond Limits, which uses artificial intelligence that came out of the NASA, has raised $20 million in Series B funding from BP Ventures. The company, which launched in 2012, has raised $25.5 million in total.

The technology was...

TO READ THE FULL STORY

Recommended Videos

1. CCTV Shows Police Shooting London Bridge Attackers
2. The Reshaping of Austin's Architectural Landscape

CASE STUDY: STOPOINT

- Stopoint buys used electronics from consumers and pays cash
- Upon our engagement they had no media coverage

CASE STUDY: STOPOINT

Result: Within 90 days Stopoint was mentioned in Wall Street Journal, NBC News, Buzzfeed, Miami Herald and the Chicago Tribune.

CASE STUDY: GRUPO VIDANTA

- Grupo Vidanta is one of the largest luxury resort developers in Mexico
- Their resorts, airports and upcoming theme park are on the top beach properties in Mexico

CASE STUDY: GRUPO VIDANTA

Firecracker helped its corporate brand and multiple resort brands and golf courses secure coverage in both national and local media.

CASE STUDY: TP-LINK

- TP-LINK is a global leader in wireless networking, based in Shenzhen China
- Back in 2010, TP-LINK was launching into the US market with no brand awareness or sales

TP-LINK®
The Reliable Choice

COMPETITIVE MARKET

- At the time, the US wireless networking market was highly competitive
- Well-known brands included D-Link, NETGEAR, Linksys, Belkin and many others

TP-LINK RESULTS

-Within 3 years, Firecracker helped TP-LINK hit **$60 million** in sales while securing product reviews in some of the top media outlets: CNET, Engadget, Fox News, ABC World TV, PC World, Time Magazine, PC Mag, Gizmodo, CRN Magazine and many, many others.

CASE STUDY: 3DLIVE

- 3DLive pioneered one of the highest resolution 3D LED experiences specifically for live events.
- High profile projects include Michael Jackson "This is It", and theme rides.

CASE STUDY: 3DLIVE

"With partners as large as BioWare, Cedar Fair, and EA, it's easy for a small company to lose their presence in PR campaigns, but Edward ensured that 3D Live was presented as a driving force of the project. We received an outstanding amount of press thanks to Edwards efforts."

-Theresa Elorriaga, Director of Marketing for 3DLive

FIRECRACKER "IGNITES" PROCESS

UNIQUE FIVE-STEP "IGNITES" PR PROGRAM

- ✓ PROMOTION
- ✓ THOUGHT LEADERSHIP
- ✓ SOURCE FILING
- ✓ NEWSJACKING
- ✓ CONTENT MARKETING

1. PROMOTION

- Actively promoting the new line of Airon products
- Positioning Airon as a high end leader
- Painting the story of the brand and story
- Tactics include press releases, targeted outreach to appropriate journalists pitching stories

1. PROMOTION

https://www.marketwatch.com/story/this-is-breakthrough-technology-in-fighting-fake-videos-2019-10-07

https://www.pcmag.com/news/370510/beyond-limits-brings-space-tested-ai-to-earths-harshest-ter

https://techcrunch.com/2017/03/28/google-home-support/

http://www.zdnet.com/article/bp-invests-20m-into-ai-startup-beyond-limits-born-in-nasas-caltech-labs/

http://www.latimes.com/fashion/alltherage/la-ar-metcode-20150407-story.html

2. THOUGHT LEADERSHIP

- Brainstorm and write thought leadership articles to establish credibility and awareness
- Secure interviews: podcast, radio, TV
- Award submissions for both industry and personnel
- Submit for speaking engagements
- Example: “5 Trends for Bio-Tech Funding in 2020”

2. THOUGHT LEADERSHIP

http://www.entrepreneur.com/article/253093

https://www.darkreading.com/endpoint/the-pitfalls-of-cyber-insurance/a/d-id/1329656

http://www.networkworld.com/article/2932283/network-security/closing-the-security-loop-with-automated-incident-response.html

http://www.businessinsider.com/what-steve-jobs-taught-me-about-leadership-genius-and-success-in-my-13-years-at-apple-2015-12

EXAMPLE OF WIKIPEDIA PROFILE PAGE

Wikipedia requires real media mentions and links to qualify for your own page.

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
Wikidata item
Cite this page

Print/export
Create a book
Download as PDF
Printable version

Languages
Add links

Grupo Vidanta

From Wikipedia, the free encyclopedia

Grupo Vidanta is a Mexican conglomerate involved in the design, construction, financing, operation and maintenance of hotels, resorts and associated infrastructure. The company also owns and operates the Mar de Cortés International Airport.[1][2] The company was founded by Daniel Chavez Moran in 1974 and is headquartered in Nuevo Vallarta, Mexico.[3] As of 2015, the company employs 15,000 people with an annual revenue of more than US$750 million.[4]

Contents [hide]

1 History
2 Vidanta Golf
3 Awards and recognition
4 Sustainability
5 Philanthropy
6 Key people
7 External links
8 References

History [edit]

Daniel Chavez Moran founded the group in 1974. [4]

The Mar de Cortés International Airport, located in La Jolla de Cortés, Sonora, was opened on November 5, 2009. [1][5][6]

In December 2010, the company launched a luxury destination club named Vida Vacations.[7] The resort hotel brands associated with Vida Vacations membership include Grand Luxxe, The Grand Bliss, The Grand Mayan, The Bliss, Mayan Palace and Sea Garden. [8] [9][10][11]

In November 2014, Grupo Vidanta opened JOYÀ, a theater resident show of Cirque du Soleil with a capacity of 600 attendees near The Grand Mayan resort in Riviera Maya, Mexico. [12] [13]

Grupo Vidanta

Type	Mexican conglomerate
Industry	Real estate, resorts, golf courses
Founded	1974
Founder	Daniel Chavez Moran
Headquarters	Nuevo Vallarta, Mexico
Area served	Mexico
Key people	Michel Beuffe,CEO; Ivan Chavez, Executive Vice President; Benny Michaud, Director of Hotel Operations
Services	Design, construction, financing, operation of hotels, resorts
Revenue	$750 million
Number of employees	15,000
Website	Official Web site

WIKIPEDIA ON GOOGLE RESULTS

Having a Wikipedia entry show up on Google for a branded search increases credibility and reputation.

1. Grupo Vidanta | Inspiring Generations of Happiness, Creating the ...
www.grupovidanta.com/
Grupo Vidanta — The Leading Resort Developer in Latin America. For over 40 years, **Grupo Vidanta** has been focused on inspiring generations of happiness ...
Grupo Vidanta · About us · Contact us · Entertainment
DS: 17 TS: 17
I: 228 L: 215 LD: 309 I: 39 Rank: 1.05M Age: February 22, 2009 whois
source Rank: 681K

2. Grupo Vidanta | Hotels & Resorts
www.grupovidanta.com/organization
Grand Luxxe is the premier resort hotel in our portfolio, and we?ve spared no expense in creating the most luxurious vacation experience that Mexico has to offer. ... The Grand Mayan is our most popular resort hotel, attracting families from around the world to revel in its energy ...
DS: 17 TS: 17
I: 228 L: 3 LD: 309 I: 39 Rank: 1.05M Age: February 22, 2009 whois source
Rank: 681K

3. Vidanta Resorts and Destinations
www.vidanta.com/
Discover your happiness through the extraordinary world of **Vidanta**. **Vidanta** is a collection of luxury resorts, located in seven stunning destinations along the ...
The Grand Mayan · Mayan Palace · Grand Luxxe · Vidanta Riviera Maya
DS: 23 TS: 31
I: 1.23K L: 241 LD: 20.6K I: 3.06K Rank: 211K Age: February 29, 2004 whois
source Rank: 21.7K

4. Grupo Vidanta - Wikipedia
https://en.wikipedia.org/wiki/Grupo_Vidanta
Grupo Vidanta is a Mexican conglomerate involved in the design, construction, financing, operation and maintenance of hotels, resorts and associated ...
You've visited this page 2 times. Last visit: 10/16/16

Grupo Vidanta
Company

Grupo Vidanta is a Mexican conglomerate involved in the design, construction, financing, operation and maintenance of hotels, resorts and associated infrastructure. The company also owns and operates the Mar de Cortés International Airport. Wikipedia

Headquarters: Nuevo Vallarta
Founder: Daniel Chavez Moran
Founded: 1974
Revenue: 750 million USD
Number of employees: 15,000
Type of business: Mexican conglomerate

Feedback

3. NEWSJACKING

- Newsjacking is a highly effective PR tactic to generate media coverage
- The key is to find current events or topics that are “hot”, and figure out a way to interject ourselves into the conversation
- Examples: luxury products, audio products, UK companies, trends in consumer products

3. NEWSJACKING

https://www.wsj.com/articles/the-smart-way-to-trade-in-old-gadgets-for-cash-1483122958

https://www.cnet.com/news/google-home-gets-new-partners-in-its-first-big-smart-home-update/

https://www.usatoday.com/story/tech/news/2016/10/10/could-us-election-hacked/91866334/

http://www.talenteconomy.io/2017/08/24/digital-nudges

4. SOURCE FILING

- Source filing is the process of getting a client's executives added to a reporter's "Rolodex"
- The goal is to increase the possibility of the client's executive quoted in stories where reporters need a vendor or expert opinion on the matter
- The process includes identifying reporters or editors in the target industry, and building relations to advocate on behalf of the client

4. SOURCE FILING

https://www.washingtonpost.com/news/where-we-live/wp/2017/08/03/many-d-c-area-homeowners-are-guilty-of-this-financial-no-no-financing-renovations-on-credit-cards/

https://venturebeat.com/2017/03/28/google-assistant-now-supports-august-smart-lock-wink-and-11-other-smart-home-device-makers/

http://www.cio.com/article/3004636/leadership-management/10-experts-share-their-top-it-leadership-tips.html#slide11

AMPLIFY ON SOCIAL MEDIA

Leverage social media channels to amplify public relations and content marketing efforts.

ABOUT FIRECRACKER

- Started in 2004
- Based in Orange County, CA
- Total team members: 12
- Focus: Technology companies (hardware, software, mobile apps, cloud computing, SaaS)
- Competitive advantage: We are an integrated agency that blends the best of public relations and content marketing.
- Founder and Managing Partner: Edward M. Yang

FIRECRACKER PAST PROJECTS

FUJITSU

American Heart Association®

SRI International

Pentel

UNIVERSAL ELECTRONICS®

BOEING®

D-Link® Building Networks for People

TP-LINK® The Reliable Choice

BEYOND LIMITS

CO-OP® FINANCIAL SERVICES

NATIONAL UNIVERSITY

firecrackerpr.com

PAST SAMPLE COVERAGE

firecrackerpr.com

WHY FIRECRACKER?

1. Results, results, results. Firecracker is focused like a laser on getting you results: media coverage, greater awareness, more clients.

2. Value, value, value. You get the best of a big agency at the price of a boutique agency. Plus, you can leverage our knowledge in other areas of marketing.

3. Integration. We help you merge PR and content marketing with your other lead generation activities into one tightly integrated campaign.

KPI

Success will be measured by the following metrics:

- Media mentions or features articles per month (on average)
- Increase in inbound organic website traffic
- Increase in branded searches
- Increase in Time on Site
- Decrease in bounce rate