

# AGILITY PR SOLUTIONS

## AN OVERVIEW

### Public relations is not what it used to be.

It's no longer enough to count column inches and broadcast minutes. What matters in PR is not AVEs, but the outcomes of your activities and their impact on organizational goals.

Today's PR pro needs to adopt the new communications lifecycle, and master every aspect of it: connect with influencers who have the ear and the heart of your audience; capture what's being said about you, your industry, and your competitors, and; illuminate coverage data so you can prove PR's impact and evolve as a communicator by understanding exactly what works.

The aims of PR are similar across all industries, but we know that each has its own unique set of challenges and needs. That's why — whether it's getting out in front of a potential crisis, trying to boost pickup of your latest product announcement, or learning from the past to improve future strategy — Agility PR Solutions can help you.



**Gather reliable media outlet and author details**

Twitter: @smithjenbk

Job Title: Culture Reporter

Job Roles: Reporter

Lists: None

Languages: English (US)

Potential Audience: 2,276,207 Circulation, SRDS

Last Audited By

**Smith, Jennifer**  
Culture Reporter  
The Wall Street Journal  
Potential Audience: 2,276,207 Circulation, SRDS  
Subjects: Culture, Entertainment, Law, Lifestyle  
Twitter: smithjenbk  
Facebook: wsj  
LinkedIn: https://www.linkedin.com/company/the-wall-street-journal

**Jennifer Smith (@smithjenBK)** 13 minutes ago  
David Mancuso, Influential DJ and Nightlife Pioneer, Dead at 72 https://t.co/MaNW4dCNiX via @vulture

**Jennifer Smith (@smithjenBK)** about 12 hours ago  
'...some days, you want to be a Wookiee.' Because I Was a Girl, I Was Told ... via @nytimes... https://t.co/VRLSve8zzL

### CONNECT

Our global media database gives you contact details and social media snapshots of over 800,000 journalists, bloggers, and online influencers best suited to telling your story.

The Connect package from Agility PR Solutions lets you find your ideal influencers, and connect and build relationships with them, so you can amplify your message and exceed your communications goals.

- » **Find influencers.** Search our global database for journalists, outlets, bloggers, and analysts by beat, media type, or region.
- » **Create custom lists.** Use the intuitive search function to compile contact lists, and save search criteria so lists are automatically updated.
- » **Track engagement.** Track who opened emails and where they clicked, right from the platform itself.



## CAPTURE

It's about monitoring the media to learn who is saying what about you, your industry, and your competitors.

With the Capture package, you can gauge the success of your individual PR campaigns, track overall coverage of everything that's important to your brand, and receive reports to share with executives, with our easy-to-set-up-and-use monitoring solution.

- » **Get listening now.** With easy-to-set-up monitoring, you'll be tracking your coverage in no time.
- » **Never miss a story.** We give you access to broad content coverage, meaning if it's out there, you'll see it.
- » **Be always in the know.** Stay on top of your coverage with scheduled automatic email briefs.
- » **Go back in time.** We give you the ability to search archived content, so you can compare today's coverage to months past.
- » **Find and connect with influencers.** Access to our global media database means you get your message in front of the audiences that matter.



## ENTERPRISE

It's no longer enough to track your media coverage and report the numbers. To demonstrate PR's worth, you need to be able to prove your outcomes and impact on business objectives.

Agility Enterprise makes this possible. Using our powerful technology, our team of media experts will comb through your coverage, add context and sentiment, and remove irrelevant, erroneous, and duplicate mentions. We bring you clean and accurate coverage data, so you can focus your limited time not on weeding, but on analysis.

- » **Dedicated media experts.** From setting up and fine-tuning your monitoring, to adding sentiment and context details to every mention, we take care of everything to make sure your news briefs and executive reports are reliable and on time.
- » **See your coverage, past and present.** With unlimited search of existing and archived coverage, as well as access to broad content coverage, you can be sure you're tracking everything.
- » **PR measurement made to order.** Whatever you need to succeed, we can do it. We can build media quality scoring systems and apply them to your coverage; we can provide extensive social media analytics from any number of the more than 50 platforms we monitor; and we can design and deliver custom reports whenever you need them.
- » **Find and connect with influencers.** Access to our global media database means you get your message in front of the audiences that matter most.

## SO WHICH SOLUTION IS RIGHT FOR YOU?

No matter what you need to up your PR game and become the best communicator you can be, Agility PR Solutions offers options. We're happy to talk with you about your unique situation and work with you to find the ultimate fit. Give us a call.

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### ABOUT AGILITY PR SOLUTIONS

Agility PR Solutions provides media database, monitoring, and PR measurement solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them connect with journalists and influencers, capture the details of their media coverage, and illuminate those findings so they can measure the true impact of their PR and communications strategies.