

## Comprehensive List of PR Services Offered by NMC

### Analyst Relations

Briefing analysts on a regular basis about client company's strategy, products, services and solutions, as well as ability to execute in terms of global scale and go-to-market capabilities. In addition, ARs respond to research requests, and generally try to persuade these influential third parties to represent their organization in the best possible light.

### Blogger and Media Relations

Develop relationships based on trust and service to generate favorable coverage in blogs, articles and stories, including broadcast TV, radio, newspapers and magazines

### Brand Development

Discovery and brand manifesto development, message maps

### Branding and Brand Management

### Business Blog Counseling

Deciding whether a blog can help your overall marketing and PR strategy, content counseling, blog launch, community engagement

### Communications Strategies

Corporate communications, internal communications and employee engagement, marketing communications, investor relations and financial communications

### Comprehensive PR Plans and Program Development

### Corporate Social Responsibility

### Crisis Communications

Creating a strategic plan in advance of a crisis, listing the possible crisis situations, listing all the contact phone numbers for management/spokespersons and media, setting up where/how to set up a crisis coordination post, conducting media training with crisis message maps, identifying spokespersons in triage order

### Digital Marketing

Internet ads, social media advertising, tracking and analysis

### Editorial Services / Content Creation and Editing / Placement

Press materials, speeches, bylined articles, op-eds, promotional copy, letters to the editor, website content, fliers/brochures, newsletters, white papers, blog posts, advertorial copy

### Email Marketing and Communications

Surveys, studies, press releases, e-newsletters, invitations to cover

### Event Planning/Organizing

Statewide industry conferences; trade marketplaces in major metropolitan areas; help large and small businesses celebrate major milestones including anniversaries, expansions and association kick-offs; leverage trade shows with press conferences, press releases, hospitality suites, media pitching and media follow-up, press kits

### Legislative Relations/Lobbying

Identifying issues related to legislation; how to influence legislators; how to get information to leadership or rank and file; best means of influencing legislators, possibly creating a campaign for legislators' constituents so they, in turn, will contact their legislator regarding designated issues

### Market Research

Focus group organization and large-scale surveys, data analysis, strategic planning

### Marketing Strategies

Online strategies geared toward lead generation, including the development of marketing funnels and website-focused conversion optimization; traditional strategies including trade shows, sales kits, branded giveaways, etc.

### Measurement & ROI

Define clients' overall goals, create strategies geared toward meeting these goals, and establish specific measurements of success for each strategy

### Media Relations / Placement

### Media Spokesperson/Communications Training

Print, radio, TV or online interviews

### Media Tour Management

### Online Marketing Analysis

Keyword research and demographic targeting

### Personal Branding and Reputation Management

Help clients protect and build their personal brands, with ongoing reputation management services; proactively implement strategies to improve and elevate clients' online reputation through content creation and social media

### Press Conferences

Coordinate venue, list of media, invitations, media advisories, press kits/releases, talking points for speakers, audio-visual, take-home gifts/product samples to media

### Press Releases

Strategies, creation and distribution, including custom media lists

### Project-based PR and Marketing Counseling

Product launches; new office launches; press conferences; events, seminars, conferences and trade shows; change management

### Public Affairs

Issues and crisis management, crisis communications plan, rapid response

### Public Service Campaigns

### Social Media

Developing a catalog of posts; developing a style guide; listening, responding, monitoring, analysis, rapid response and measurement

### Thought Leadership

Helping position client as a thought leader in a certain industry through speaking engagements, by-lined articles, media interviews and media tours. PR firm must prepare the thought leader through media training, message mapping, scripting speeches, creating videos, and other PR materials.

### Website Development

Content development, design, photography, videos, hosting, search engine optimization, monitoring Google Analytics