Public Relations

FLX NETWORKS

Make Your Target Audience Think, Feel, and Act

WHY PR?

25 – 40% of all traffic and lead generation comes from earned media. Lack of brand awareness is the biggest barrier to growth.

Name Recognition and Brand Development

- Helps develop your brand, informing stakeholder opinions
- Builds reputation, ensuring you lead the narrative
- Drives messaging, telling your story the way you want it told

Credibility and Validation

- Validates your messaging via earned media from third-party editorial outlets
- Builds credibility for your brand from industry experts communication to their experts
- Helps drive employee morale and excitement seeing firm in public sphere

Perpetual Relevance & Engagement

- Builds connections with strategic reports and content creators
- Helps drive traffic to your website
- Provides consistency with always-on approach vs. a single one-hit advertising spend
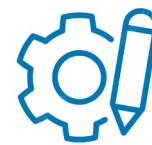
WHY FLX NETWORKS?

Flexibility

Three levels of service to meet your needs and goals

Leverage

Another avenue to reach your target audience

eXpertise

Decades of experience from a team of seasoned PR professionals

Contact Us At **SOLUTIONS@FLXNETWORKS.COM** To Learn More.

Public Relations

Choose the PR option best for your needs.

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Overview	Foundational	Advanced	Premium
	Bi-annual content and promotion	Monthly outreach	Monthly outreach + broadcast opportunities

Outreach and Content	Foundational	Advanced	Premium
1 – 2 Press Releases and/or Media Pitches*		X	X
Subject Matter Expertise Opportunities		Target 8x/year	Target 8x/year
Two Feature Articles with Placement in Five Advisor-Oriented Outlets	X	X	X
Media Prep and Chaperone		X	X
Additional Promotion from Press Releases (Quotes, Contributed Content, Profiles, etc.).		X	X
Written Articles (Bylines, up to 800 words)		Target 2x/year	Target 2x/year
FLX Social Media Amplification	X	X	X
Media Training		X	X
Broadcast Media			X

Investment

	Foundational	Advanced	Premium
Annual Subscription	$5,000	$96,000	$120,000

*Distributed through Cision and to proprietary contacts. Wire distribution is an additional cost.

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