

## 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

### What's Included?



Targeting 1 – 2 Press Releases and/or Media Pitches\* (Including Media Prep and Chaperone)



Targeting 8 Subject Matter Expertise Opportunities per year



Targeting 2 Feature Articles with Placement in 5 Advisor-Oriented Outlets



Targeting 2 Written Articles per year - Bylines, up to 800 words



Additional Promotion from Press Releases (Quotes, Contributed Content, Profiles, etc.)



FLX Social Media Amplification

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

Contact Us At [SOLUTIONS@FLXNETWORKS.COM](mailto:SOLUTIONS@FLXNETWORKS.COM) To Learn More.