

Estimated Scope of Work

Core Activity	Description	Estimated Monthly Fees
Agency Onboarding	<ul style="list-style-type: none"> Onboarding sessions with comms teams Brain dumps and roadmap reviews with product teams and SMEs Material review Develop media lists (business, innovation/tech, retail, top markets, etc.) 2-mos comms roadmap Develop KPI starter set Outline measurement and reporting program 	\$0 Estimated \$25,000+ Agency Investment
Planning and Strategy	<ul style="list-style-type: none"> Monthly, quarterly and annual planning KPI review and benchmarking Ad hoc plan development Crisis support as needed 	\$2,500
Media Relations	<ul style="list-style-type: none"> Priority media strategic plans / dashboard Ongoing relationship building Proactive and reactive media engagement Pitch development and media list management Company news and store opening media support Always-On news engine Spokesperson prep and briefing materials Press materials creation (draft press releases, fact sheets, etc.) 	\$15,000
Content Development	<ul style="list-style-type: none"> Messaging development Story mining sessions and content creation Identify topics and craft bylined abstracts and articles Q&As and other media prep materials Asset creation and distribution Press material creation – releases, blog posts, fact sheets, etc. Branded content development and distribution 	\$12,000
Thought Leadership	<ul style="list-style-type: none"> Executive Visibility Industry expertise - data and trend driven perspectives Speakers Bureau management Experiential Events 	\$6,500
Research and Measurement	<ul style="list-style-type: none"> Coverage reporting (daily/weekly/monthly/quarterly/initiative-based) Measurement dashboard management and reports Competitive monitoring and assessment Ad hoc coverage tracking Monthly, Quarterly and Annual insights and reports Ongoing KPI tracking and reviews 	\$2,500
Monthly Expenses	<ul style="list-style-type: none"> Network and Publication charges (phone, conference call, publication subscriptions, measurement and reporting tools) Additional expenses approved by client with no markup (i.e. experiential, travel, speaker submissions, award entries, etc.) 	\$3,000
Partnership Investment (approx. 10%/month)	<ul style="list-style-type: none"> Senior time managing agency team against outcomes Weekly 1:1 meetings Ad hoc counsel and support Proactive, creative ideation 	\$0 Estimated \$8,000+ Agency Investment / month
Estimated Monthly Fees & Expenses		\$41,500
Full Year Total (Fees and Expenses included)		\$498,000
Annual Agency Investment		\$121,000+