

TEAM #DOITTHE RIGHTWAY
PRESENTS:

PR & MEDIA BUYING PROPOSAL.

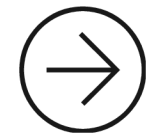


INTRODUCTION

We are pleased to present this PR & Media Buying proposal aimed at growing your brand influence/equity. At Drew Marketing Solutions, we specialize in strategic public relations and media buying that ensures maximum visibility for your brand, driving both awareness and engagement with your target audience.

This proposal outlines our approach to crafting a strong PR strategy while securing the best media placements to amplify your brand's presence.

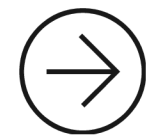
KEY OBJECTIVES



Continuously conduct market research i.e opinion polls to track your brand health.



Secure coverage in relevant media outlets/platforms to reach the target audience.



Position/Establish you/your brand as a thought leader in the market.



Increase & Maintain your brand visibility and reputation in the market.

TARGET AUDIENCE

PRIMARY AUDIENCE	SECONDARY AUDIENCE
<p>Mainly consists of the existing customers/Audience.</p>	<p>Mainly consist of the new Target Market you brand is considering to aquire.</p>

OUR APPROACH

WHO?

Before crafting our messages, we first begin by understanding who exactly the message is intended for thus enabling us to customise the content.

WHY?

This helps us to understand and customize our message Call To Action that will enable the consumer make a decision after interacting with the content.

MAIN PROBLEM?

Understanding the main problem we are solving is key for us to get the content not only right but ensure it has a positive impact on the consumer.



ACTION PLAN

01 THE BEGINNING

Hold a debrief meeting with you. This helps us understand what solution suites the assignment. This is the foundation of any ideas.

02 RESEARCH

What similar brands are out there? What are they doing/not doing? What can your brand do better?

03 CONTENT

Curate relevant and strategic content to capture our T.A attention. This includes but not limited to images, blogs infographics, videos & digital posters etc.

04 PLATFORMS

We choose the right and effective mediums of communication depending on the curated messages across the different touchpoints.

05 ENGAGE

We distribute the information through the agreed chanel in the order of agreed priorities.

06 MONITOR & ADJUST

Track and report on how well our media plan/campaign is working and make adjustments where needed based on the data collected.

PR STRATEGY

PRESS RELEASES AND MEDIA OUTREACH

- Develop and distribute press releases around key Brand news, milestones, product launches, and events.
- Proactively pitch stories to relevant journalists, bloggers, and influencers to secure media coverage.

THOUGHT LEADERSHIP

- Position key executives as thought leaders through interviews, guest articles, and panel opportunities in leading publications.
- Secure opportunities for speaking engagements at industry events and conferences.

INFLUENCER PARTNERSHIPS

- Collaborate with industry influencers to co-create content, reviews, or testimonials that resonate with the Target audience.

EVENT PR

- Provide PR support during brand events, including media invitations, live coverage, and post-event follow-ups.

MEDIA BUYING STRATEGY

Our media buying approach ensures that we maximize reach and engagement through strategic placements across digital, print, and broadcast media (TV & Radio).

MEDIA PLATFORMS	MEDIA BUYING APPROACH
<ul style="list-style-type: none">• Digital Media: Facebook, Instagram, Google Ads, YouTube• Traditional Media: Print (magazines, newspapers), Radio, Television.• Out of Home (OOH): Billboards, transit ads, and outdoor signage	<ul style="list-style-type: none">• Identify high-impact, cost-effective media platforms aligned with your brand and goals.• Negotiate competitive ad rates and secure premium placements to maximize visibility.• Monitor and optimize the campaign's performance to ensure the best ROI.

KEY DELIVERABLES

PR DELIVERABLES	MEDIA BUYING DELIVARABLES
<ul style="list-style-type: none">• Press releases (with distribution)• Secured media interviews or features• Influencer collaborations• Event coverage	<ul style="list-style-type: none">• Digital campaigns on platforms like Google, Meta, X etc.• Print ads in magazines or newspapers• Radio and TV ad placements• Outdoor advertisements (billboards, transit ads)



BUDGET & TIMELINE

We propose on discussing this since Budget is subject to final approval and may vary depending on the scope and timing of the campaign.

BUDGET	TIMELINE

REPORTING & MEASUREMENT

We shall provide regular reports on the performance of the PR and media buying activities through having/sharing weekly briefs and a monthly official report depending on the assignment time frame and nature of campaign. The Metrics will be divide into:

PR METRICS	MEDIA BUYING METRICS
<ul style="list-style-type: none">• Media coverage• Audience reach• Engagement• Sentiment analysis.	<ul style="list-style-type: none">• Ad impressions• Clicks• Conversions• ROI• Overall ad performance.



THANK YOU!

CONCLUSION

At Drew Marketing Solutions, we believe that a strong combination of strategic PR and media buying will propel your brand to greater visibility and success in your industry. We are excited about the opportunity to collaborate with you on this impactful campaign.

Thank you for considering our proposal. We look forward to discussing the next steps with you.

LET'S KEEP IN TOUCH

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