



PR Accelerator Programs

Congratulations! You have a startup!

180 Marketing Communications is here to help you go from 0-60 and growth hack your company in terms of awareness and perception of your company and its offerings utilizing traditional and digital PR and marketing communications strategies.

It is imperative to secure positive and compelling press coverage in relevant outlets — from major publications to niche industry newsletters — increasing visibility and generating attention from all stakeholders including customers and investors.

Our efforts will help you establish your place on the playing field, by communicating who you are, what you are doing, and how you will disrupt your industry. With that, we offer three packages tied to each of your milestones and grow as your need for PR becomes more complex. Note that each program builds on the next and can be customized to fit your needs.

1. Seed Round PR Package
 - a. Media and Analyst Lists
 - b. Basic Messaging
 - c. Setting up a Press/News Section on your Website
 - d. Funding Press Release (writing and distribution)

2. Product/Service Launch PR Package (also includes Seed Round PR package)
 - a. Product/Service Launch Press Release (writing and distribution)
 - b. Social Media Set up with Internal Amplification Platform
 - c. Competitive Audit (2-5 competitors evaluated with recommendations)
 - d. SEO Alignment (messaging, keywords, and recommendations from audit)

3. Expansion PR Package (also includes Seed Round and Product/Service Launch PR Packages)
 - a. Basic Media Training
 - b. Expansion Press Release (writing and distribution)
 - c. Content Development (2 external bylined articles or blogs written with your executives to be placed in relevant publications)

Additional elements like press releases, introductory interviews with media and analysts, ongoing social media efforts, bylined article/blog pitching, and placement can be added beyond each package at an additional hourly rate.

4. Ongoing PR/Marketing Communications (includes all three packages + continuous engagement)

Create a strategic roadmap with executed activities to ensure your business and sales goals are met. Since PR does not live in a silo, we will become a part of your marketing team.



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