

Public Relations

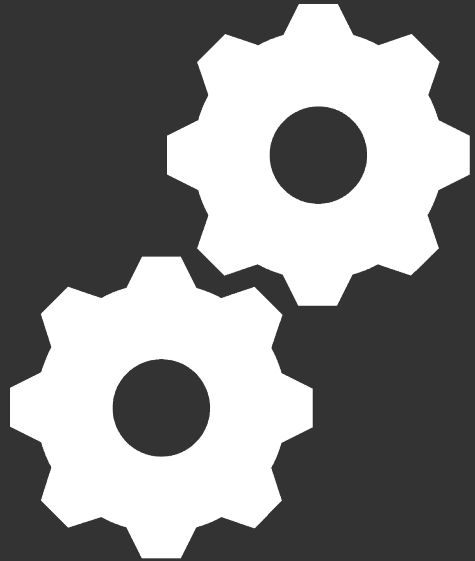
What To Do When You Want More?

Presented By: Alana Kohl

Founder

AdvisorPR





**AdvisorPR delivers
streamlined processes,
tailored results
for each advisor.**



Mission: Amplify advisors'
voices in their communities

Three Turnkey PR Programs + Custom Solutions

Simplifying Your Journey through Results-Driven PR



MEDIA BLITZ

Elevate Your Image

- National print & online media opportunities
- Averages **1 media interview / month**



IN THE NEWS

Level Up Your Profile

- Local TV, Radio, Print & Online
- National Print, Online & Digital Media
- Averages **2+ media interviews / month**



SPOTLIGHT

Your Brilliance. Front & Center.

- National, Industry & Local / Niche Media Outlet
- Personalized Brand Strategy & Executions
- High-Impact Placement Promotion Averages **3+ media interviews / month**

WHAT TO EXPECT?

Are you ready to be **IN THE NEWS**? AdvisorPR's turnkey public relations campaigns make it as easy as 1-2-3!

1 SIGN UP!



2



MONTH 1



Fill out **QUESTIONNAIRE** and send in marketing materials, logo and headshot.



Hold **ON-BOARDING CALL** to discuss materials and strategy with AdvisorPR.

LOCAL & NATIONAL MEDIA OUTREACH begins!



Approve **MEDIA KIT** and list.



Materials delivered, reviewed and sent to **COMPLIANCE**.



3 MONTH 2 AND BEYOND



AdvisorPR showcases your **EXPERTISE** with targeted, timely stories on the topics in which you specialize.

AdvisorPR works with **LOCAL TV**, radio and print media...



...with **NATIONAL** newspapers, magazines, online news sites, radio and podcasts.



AdvisorPR **COORDINATES INTERVIEWS** and provides **TALKING POINTS** and the **MEDIA COACHING** you need to deliver a compelling interview.

After an interview, AdvisorPR **MONITORS** the outlet, **NOTIFIES** you once the placement publishes.



AdvisorPR shows you how to **LEVERAGE YOUR PLACEMENT** to get the most out of it!

AdvisorPR establishes **VISABILITY, CREDIBILITY & SEARCHABILITY** for YOU as the expert in your field in front of your **IDEAL AUDEINCE!**



GET SEEN. GET HEARD. GET HIRED.



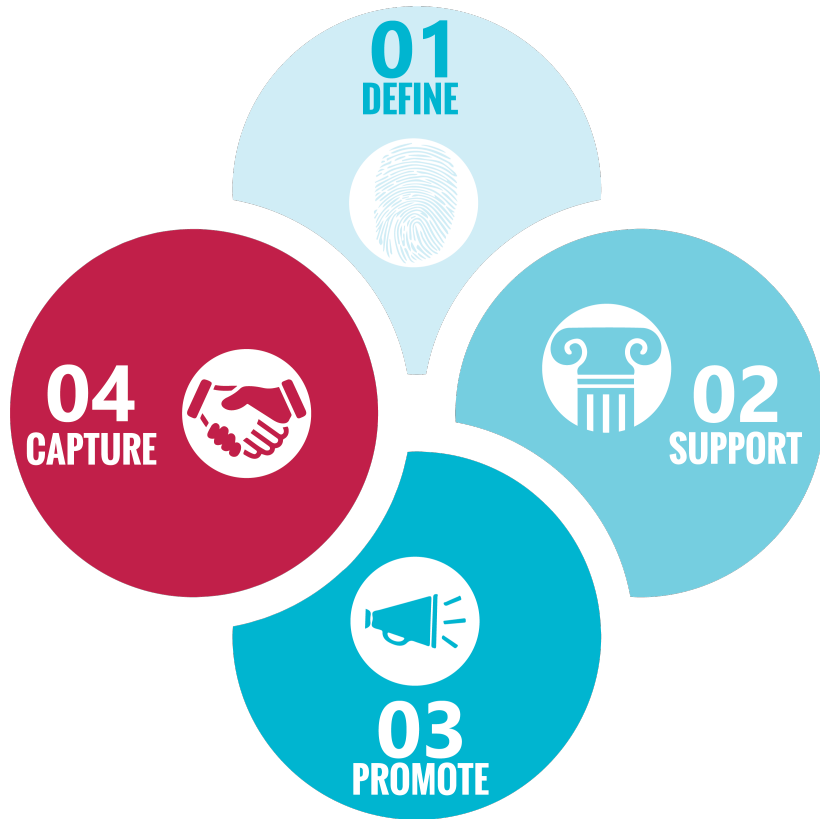
15% OFF Turnkey PR Programs

FOR MEMBERS OF FPA

To learn more, visit AdvisorPR.com/FPA

Call: (866) 888.5333

Email: Info@AdvisorPR.com



AdvisorPR[®] 4-Step Signature Process

- **DEFINE** your unique brand
- **SUPPORT** your message through custom materials
- **PROMOTE** your offerings and expertise
- **CAPTURE** your audience through ongoing communications

01
DEFINE



Define Your Unique Brand

Professional Visual Identity
Compelling Verbal Messages
Memorable Client Experience

Tell Your Story Your Way



Website
Brochure
Corporate Video
One Pagers
Presentation Materials
Sales Kits
Welcome Kits
Signage
Corporate Identity Materials

Diversify Your Market Mix



Workshops / Webinars

Educational Classes

Radio / Podcast

Video / YouTube

Social Media

Digital Marketing

Strategic COIs

Client Events

Public Relations

Capture Your Ideal Clients

04
CAPTURE



Emails

Social

Events

Podcasts

Video

Supporting Advisors in Transition



Merger & Acquisition
Change in Partnership
Rebrand
Succession Plan
Breakaway



AdvisorPR is a boutique branding, marketing and public relations firm dedicated to providing custom and turnkey marketing communication solutions exclusively to financial advisors and the organizations that serve them.

Established in 2005, and acquired by JConnelly in 2021, AdvisorPR's knowledgeable team brings in-depth industry experience and integrated marketing communication strategies to help you grow your business.



WEALTH SOLUTIONS REPORT 2023



Integrated Communication Solutions: Supporting Your Goals





We bring your image, message, and audience together.

ADVISORPR'S BRANDING & MARKETING SERVICES



**Brand
Development**



**Integrated
Marketing**



**Public
Relations**



**Corporate
Solutions**

Get SEEN. Get HEARD. Get HIRED. Get STARTED at AdvisorPR.com/FPA



We build memorable brands.

ADVISORPR'S BRANDING & MARKETING SERVICES

Brand Consulting & Development

Print & Digital Marketing Materials

Marketing Strategies

Fractional CMO Services

Content Marketing Packages

Special Projects

Get SEEN. Get HEARD. Get HIRED. Get STARTED at AdvisorPR.com/FPA



We get financial advisors in the news.

ADVISORPR'S TURNKEY PROGRAMS POSITIONING YOU AS THE GO-TO EXPERT

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- Averages **1 media interview per month**

IN THE NEWS

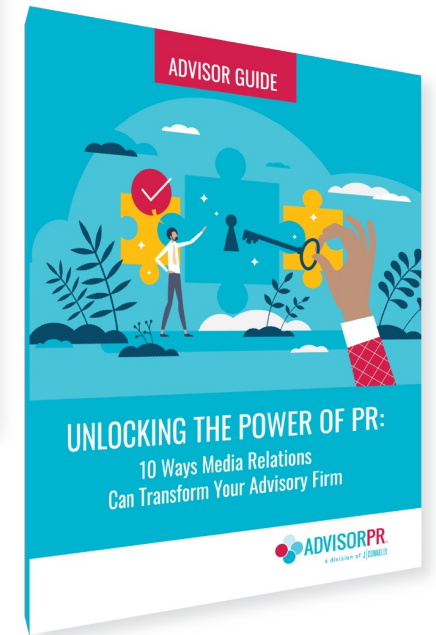
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ADDITIONAL RESOURCES

- Visit our blog at AdvisorPR.com
- Sign up for our newsletter
- Download white papers
- Request one pagers
- Set up a call to learn more



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