



## PUBLIC RELATIONS

JOURNAL

EVENTS

SOCIAL MEDIA

# Amplify Your Brand With a Powerful PR Strategy

## Who We Are

Mindful Solutions St. Augustine, LLC, MSSA is a veteran women-owned full-service marketing agency that helps companies execute their brand strategy, develop impactful content, engage prospects and customers, fulfill your mission and vision, and drive business growth.

MSSA has achieved four Small Business Administration (SBA) certifications:

Veteran-Owned Small Business (SBA and NVBDC), HUBZone Program, Women-Owned Small Business, and Economically Disadvantaged Women-owned Small Business. The company has also entered into an SBA Mentor-Protégé Agreement with LMO Advertising that enables us to provide an additional layer of support to our clients as needed.

## How we Help

We have a dedicated PR Team that integrates PR activities into our clients' overall marketing strategies. Our focus is not just on execution, we collaborate and align with your team to deliver on your vision, mission, and objectives.

## Expertise and Strategy

- PR team with significant press and media relations experience
- Expertise across print, digital, TV, radio, and social influencers
- Strategic and tactical planning
- Audience research
- Development of on-brand messaging to diverse audiences
- Identification of relevant media outlets
- Build-out of alliances with stakeholders, journalists, and influential media platforms

## Company Information

Established: 2022

EIN Number: 88-2102474

State of Incorporation: FL

Geographic Area Served: Nationwide

Size Standard: Small Business

## Contact Information

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MENTOR PROTÉGÉ APPROVED Mindful Solutions St. Augustine Mentor Protégé Agreement with LMO Advertising



# Engage, Not Just Reach Your Priority Audiences

## PR and Media Capabilities

### ● PR and Media Planning

- Define PR strategy
- Establish PR goals and KPIs
- Identify proactive and reactive media opportunities
- Create PR communications calendar
- Develop dynamic press list for outreach
- Secure speaking engagements
- Organize press briefings and facilitate on-site media logistics

### ● Creative Services

- Draft PR copy
- Prepare briefing materials
- Develop communications for outreach, pitch and invitations
- Develop brief for client

### ● Media Monitoring and Planning

- Track and compile media mentions
- Maximize awareness of brand conversations
- Monitor online reputations
- Identify relevant articles and events
- Advanced analytics through PR monitoring tools
  - Lexis/Nexis
  - Burrelles

### ● Optional PR training and Templates

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## Key Differentiators

- Women Veteran-Owned Small Firm
- 25+ Years of Full-Service Marketing Experience
- Highly Experienced in PR & Communications
- Integrated Marketing Experts
- Develop Dynamic Press List for Outreach
- Active Listening and Visioning Process
- Cost Effective, Results-Oriented Strategies
- High-Quality Sustainable Solutions

## ● Clients



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