



BAKERBUNDLE

BY



WHAT IT IS

A mini public relations package, strategically tailored to meet your specific, short-term PR needs—with great results.

WHAT IT DOES

The Baker Bundle is ideal for ribbon cuttings, small openings, new product launches and start-ups, and for any existing organization seeking to gain attention quickly, and efficiently.

BAKER BUNDLE BASICS

- Media relations and targeted press coverage
- Key messaging and brand development
- Owned media strategy, including content development and thought leadership exposure
- Social media development, execution and engagement
- Web content development

“PR is new to me, and I’m a bit nervous.”

Thoughtfully-designed, the Baker Bundle is a cost-effective way to get yourself into—or back into—the market and the media, and keep your brand top of mind even when you don’t have a dedicated budget for PR. You can trust us to show you what sets us apart from the pack, and help you see tangible results at the same time.

“Does this mean I don’t need a full PR campaign anymore?”

Ideally, we like to nurture strategic public relations campaigns over several months, if not years, and you can only do that with long-term plans and resources. But short-term campaigns add great value, quickly, and you’ll have the expertise of our staff to guide you through the process within a tight timeframe.

“Do I just tell you what I need, and you take it from there?”

The best public relations campaigns, even short ones, are collaborative efforts. We’ll work with you to determine your needs and identify key messaging points, but be prepared to think, act and support us.

“What happens after the mini campaign?”

Our hope is that you’ll see the value of a smart public relations campaign and want to move forward with us to take your brand/company/product to the next level. We can work with you to identify strategic goals for six months, or one-year out, and craft a work plan to get you there.

**Communication is everything to us, and your success is equally important.
Let us show you how to take things to the next level.**



#BakerBundle

Contact us today to find out what your Baker Bundle might look like, and get a quote!