

Our Packages

Traditional Public Relations

- Initial hour-long meeting
- Strategic communications execution plan
- Detailed press release for announcement
- Crisis communication management
- Around-the-clock, media pitching
- Media interview briefing with recommended messaging
- Staffing support for secured media opportunities
- Weekly touchbase meetings with updates
- Weekly local + national industry news report (TBD)

Brand Support

- Initial hour-long meeting
- Strategic execution plan
- Four to five branded collateral items
- Vendor recommendations for merchandise/collateral
- Creative direction for video and photo shoots
- Day-of coordination for video and photo shoots

A La Carte Services

- Press release *
- Website development
- Social media/e-mail marketing graphics
- Strategic communications or brand execution plan

**Does not include distribution*

Social Media Management

- Initial hour-long meeting
- Strategic digital communications execution plan
- Crisis communication management
- Content photo + video session of product/service
- Around the clock platform management (up to 3 platforms)
- Monthly analytics progress report
- Weekly content check-in with client

Event Coordination

- FREE hour-long consultation
- Strategic promotion and execution plan
- Event vendor recommendations and coordination
- On-site support during event

IM

PR + BRANDING

IM Public Relations and Branding is a boutique creative agency that was founded by Iesha Mitchell in 2017. We got into this business because we are creatives at heart - so we just get it. We love seeing businesses reach their highest potential and win. We go above and beyond to ensure that our clients are at the front of their industries while they focus on what they do best, which is operating their business. Our clients cut through the noise and rise to the top. Ready to take your business to the next level? Review our packages and get in touch!

Please note that all services are billed at a rate of \$50 per hour. Total cost will be determined once services are selected.

"We don't do magic. We get the best results because we approach our work from a strategic standpoint"

IESHAMITCHELL, FOUNDER



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