



Public Relations Proposal

Build Business in Bucks Grant Program

Introduction Debbie Goetz Media Connections (DGMC) is pleased to offer an exclusive Public Relations (PR) package to businesses participating in the Build Business in Bucks Grant program. This package is designed to help businesses amplify their brand presence, generate media coverage, and enhance their reputation within Bucks County and beyond. Our strategic PR solutions will provide the exposure needed to attract customers, establish credibility, and drive business growth.

Scope of Services For a total investment of \$3,000, DGMC will provide the following PR services tailored to meet the needs of each participating business:

1. Press Materials Development & Distribution

- Craft a professionally written press release, media advisory and public service announcement tailored to a business milestone, launch, or announcement.
- Distribute the press materials to local, regional, and industry-specific media outlets.
- Provide follow-up outreach to targeted media contacts.

2. Media Outreach & Pitching

- Develop and execute a media outreach strategy tailored to the business's industry and goals.
- Pitch relevant story angles to journalists, bloggers, and influencers.
- Arrange media interviews or feature opportunities when applicable.

3. Social Media & Digital PR Support

- Provide guidance on leveraging PR efforts through social media channels.
- Develop and share press materials that can be repurposed for social media engagement.
- Offer recommendations on influencer collaborations where applicable.

4. Online Business & Media Presence Enhancement

- Secure placements in online digital news platforms.
- Provide recommendations for improving website content for media appeal.

5. Crisis Communication Consultation (if needed)

- Offer guidance on handling unexpected PR challenges.
- Develop key messaging and response strategies.

6. Measurement & Reporting

- Provide a summary report of PR activities and media placements.
- Offer insights on next steps for continued media success.

Timeline & Implementation - The PR campaign will be executed over a three-month period, with milestones and deliverables scheduled accordingly:

- **Month 1:** Initial consultation, press materials drafting, and media list development.
- **Month 2:** Press material distribution, media outreach, and social media integration.
- **Month 3:** Media follow-ups, online presence enhancement, crisis PR consulting and final reporting.

Investment Total Cost: **\$3,000** This package provides a comprehensive and cost-effective PR strategy to help businesses participating in the Build Business in Bucks Grant program maximize their visibility and brand credibility.

Why Choose Debbie Goetz Media Connections? With years of experience in media relations, public relations, and brand positioning, DGMC has a proven track record of helping businesses gain meaningful media coverage. Our expertise in Bucks County's business landscape ensures that we create PR campaigns that resonate with the local community and beyond.

We look forward to the opportunity to support businesses through this grant program and help them achieve their PR goals. Please contact us to discuss how we can tailor this package to meet specific business needs.



Contact Information:

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Thank you for considering Debbie Goetz Media Connections for your PR needs. We look forward to working with you!