

Public Relations (PR) Core Package

When it comes to distinguishing your organization and its solutions in the crowded and competitive cybersecurity market, few tools have stood the test of time quite as well as public relations (PR). A well-designed and executed PR program will consistently achieve third-party credibility, raising the profile of your brand, establishing trust, and supporting lead conversion by arming your sales and marketing teams with a constant stream of content to engage prospective customers.

Cybersecurity-Specific PR That Delivers Results

LaunchTech Communications delivers a customized PR and Communications Program that aims to elevate your company as the dominant voice in your market by building brand awareness and credibility through distinctive thought leadership. Our **Public Relations (PR) Core Package** includes the following critical components:

Media Relations

Leveraging deep-rooted media relationships, LaunchTech Communications earns your brand coverage in mainstream, industry, and regional publications by providing the following services:

- Conduct thought leadership interviews to identify unique article topics and media themes
- Build a pipeline of coverage through proactive storyline creation and pitching
- Identify opportunities for rapid response and competitive news hi-jacking
- Support thought leaders in the development and drafting of quotes
- Prepare thought leaders for interviews and staff all briefings
- Develop, draft and pitch company news releases
- Place bylined and contributed content developed by the company with relevant publications

Analyst Relations

Analyst firms wield incredible influence over how markets are defined and how products are categorized. LaunchTech Communications provides the following services to ensure your solutions remain top of mind for the key analysts in your organization's category:

- Identify relevant industry analysts that will champion your solution
- Ensure analysts are kept up to speed on the company's milestones, roadmap, and accomplishments through a defined and maintained briefing schedule
- Prepare team with background materials to ensure effective briefings
- Support the development of an analyst presentation deck
- Staff briefings and document key takeaways for the rest of the company

Corporate Credibility

The right award victories, speaking engagements and thought leadership initiatives will build corporate credibility. We help secure and support these forms of third-party validation by providing the following services:

- Identify and vet relevant awards and categories
- Draft and submit awards applications
- Support for event/call for papers submissions
- Create panels leveraging industry contacts

The LaunchTech Communications Difference

We prioritize creativity, impact, and agility to ensure your brand stands out from the crowd. Our strong media relationships, paired with a strategic approach to pitching, earn a high frequency of responses from reporters.

We don't limit analyst relations to just the 'big names.' It's important to cast your net far and wide, thinking of analyst relations as networking. You never know which analyst could be working with your ideal customer, will ultimately change roles and move to a different analyst firm, or will be your best advisor and biggest champion.

We work with you and your budget to recommend an awards program that fits with your goals and have a strong track record of successfully securing award wins for clients based on our carefully crafted submissions. We contribute to topic brainstorming, panel creation and coordination to develop strong speaking submissions and provide your team with intensive prep sessions to ensure a successful session.

Ready to get started?

Contact sales@cyberriskalliance.com to learn more today.

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