



PR Packages

3Points was founded on the principle of clear, efficient, effective communication – we want the process of working with us to be just as easy. We’ve built our PR packages and products based on years of client service, bundling complementary services that produce strong outcomes and making it effortless to combine services between earned, owned, and social media. We’ve also segmented the packages by price to allow clients to pick the services they need based on their budgets.

Packages: Earned Media

Actively managing a company's brand and reputation to ensure the public views the organization favorably



Package 1 (\$9,000/month)

- Build a customized media list
 - Including the power ten
- Forge new media relationships and enhance existing ones
- Provide media training for a company thought leader
- Pitch expert sources and company announcements
- Prep spokesperson for, facilitate, and follow up on interviews
- Draft, edit, and distribute press release
 - One per quarter
- Build events and awards calendar
 - Draft one award submission per quarter



Package 2 (\$12,000/month)

- Build a customized media list
 - Including the power ten
- Forge new media relationships and enhancing existing ones
- Pitch expert sources and company announcements
- Prep spokesperson for, facilitate, and follow up on interviews
- Build events and awards calendar
 - Draft an additional award submission per quarter (2 total)
- Join client's marketing strategy sessions (as needed)
- Execute one additional press release per quarter (2 total)
- Conduct media training for one additional thought leader (2 total per quarter)
- Vet, pitch, & prepare for one speaking opportunity per quarter (virtual or in-person)



Package 3 (\$15,000/month)

- Build a customized media list
 - Including the power ten
- Forge new media relationships and enhance existing ones
- Pitch expert sources and company announcements
- Prep spokesperson for, facilitate, and follow up on interviews
- Build events and awards calendar
 - Draft and submit one additional award per quarter (3 total)
- Join client's marketing strategy sessions (as needed)
- Execute three press releases per quarter
- Draft quarterly content piece in the CEO's name
- Vet, pitch, & prepare for two speaking opportunities per quarter (virtual or in-person)
- Conduct media training for one additional thought leader (3 total per quarter)
- Develop and execute crisis management strategies
- Produce a VPaaS event (1 total per quarter)

View more at 3ptscomm.com/earned.

Packages: Owned Media

Creating a compelling narrative from your point of view with content that is made on your terms: in scale, creativity, intensity, timing, and platform



Package 1 (\$6,000/month)

- Develop corporate and CEO content strategies
- Copy edit up to 2 content pieces created by client per month
- Create 1 original content piece per month
 - Examples include:
 - Blog post
 - Marketing collateral copy
 - Web page copy



Package 2 (\$8,000/month)

- Develop corporate and CEO content strategies
- Copy edit up to 2 content pieces created by client per month
- Create 4 content pieces per quarter
 - Including up to 1 research-intensive piece
- Develop the concept for a LinkedIn newsletter from one executive and pitch it to LinkedIn (if accepted, this can be a venue for contracted content pieces)



Package 3 (\$12,000/month)

- Develop corporate and CEO content strategies
- Create corporate editorial calendar
- Copy edit up to 4 content pieces created by client per month
- Create up to 6 content pieces per quarter
 - Including up to 2 research-intensive pieces
- Develop the concept for a LinkedIn newsletter from one executive and pitch it to LinkedIn (if accepted, this can be a venue for contracted content pieces)
- Develop concept for quarterly company newsletter (can be a venue for contracted content pieces)
- Lead one additional large-scale content project per quarter (e.g. industry survey)
- Produce a quarterly content analytics report

View more at 3ptscomm.com/owned.

Packages: Social Media

Engaging directly with your audience and, importantly, giving them the opportunity to engage with you



Package 1 (\$3,000/month)

- Audit and develop strategy for corporate accounts (first month)
- Create social posts and maintain editorial calendar (starting second month)
- Create ~2 social posts per month on LinkedIn
- Create ~2 social posts per week on Twitter
- Produce a quarterly social analytics report



Package 2 (\$5,000/month)

- Audit and develop strategy for corporate accounts (first month)
- Draft social posts and maintain editorial calendar (starting second month)
- Draft ~1 social post per week on LinkedIn
- Draft ~4 social posts per week on Twitter
- Generate and execute campaign
- Produce a quarterly social analytics report
- Audit the LinkedIn and Twitter accounts of 1 executive per quarter



Package 3 (\$7,000/month)

- Audit and develop strategy for corporate accounts (first month)
- Draft social posts and maintain editorial calendar (starting second month)
- Draft ~3 social posts per week on LinkedIn
- Draft ~6 social posts per week on Twitter
- Generate and execute campaign
- Contact journalists directly on behalf of brand and engage in discussion of ideas
- Execute quarterly targeted follower campaigns
- Produce a monthly social analytics report
- Audit the LinkedIn and Twitter accounts of up to 3 employees per quarter
- Consult regularly with one executive on individual social strategy

View more at 3ptscomm.com/social.

Packages: Graphic Design

Enhancing your brand's visual identity to strengthen your business



Starter Package

This package is perfect for brands that are looking for smaller projects, such as blog graphics, social media content, or marketing collateral.

- 5 contracted hours per month
- Additional \$800 to monthly retainer
- Maximum of 5 additional hours billed at \$100 per hour



Premium Package

With more monthly hours built in and a discounted rate for additional hours, this package is ideal if you're interested in larger-scale projects, such as animations or infographics.

- 10 contracted hours per month
- Additional \$1,300 to monthly retainer
- Maximum of 10 additional hours billed at \$90 per hour



Expanded Package

If you are looking for a major design deliverable, such as a rebrand or a style guide, or require a suite of visual needs, this package provides the ultimate flexibility.

- 40 total hours per month
- First 10 hours: \$125 per hour | Next 10 hours: \$110 per hour
- Remaining hours are charged at \$100 per hour (resets after each month)



View more at 3ptscomm.com/design.

Products

Learn more about some of our most popular special products below. Each of these offerings can be customized depending on your needs.

Brand Blueprint

Every company has a distinct brand identity, but not every company has established how to effectively convey it to the world. The 3Points Brand Blueprint offering provides actionable guidance and a comprehensive set of messaging deliverables in the form of brand and style guidelines. For companies at any stage of growth or transition, we help ensure that every element of your brand – from mission statement to typography – contributes to an impactful brand narrative that ultimately translates to business success.

Funding Announcement

Funding rounds are critical moments for a startup. However, they don't come frequently, so it is important to maximize the impact of the announcement. With our funding announcement package, we provide a spectrum of media relations and content deliverables to help position your company as an industry leader, introduce journalists and the public to your brand, and build brand credibility.

VPaaS

With many aspects of business now fully or mostly virtual, it's imperative for companies to be prepared to conduct both in-person and virtual events. As part of our Virtual Panel-as-a-Service (VPaaS) offering, we provide a full suite of resources to ensure that your virtual event succeeds. The customized virtual event package includes conceptualization, strategy, project management, design, media influencer relations, and execution.

3Points 30

For any business, it's crucial to connect with the people who are best positioned to help move your company forward. With our 3Points 30 product, we will work to get you an audience with 30 individuals whom we determine, through consulting with you, to be the most beneficial connections. Clients may be eligible for the 3Points 30 after working with us for at least three months.

View more at 3ptscomm.com.

Combination Pricing

Savings and multiplier effect

- When two retainer service packages are combined, the monthly spend is discounted
- When three retainer service packages are combined, the monthly spend is significantly discounted
- When a product package is added on to a retainer package, the product package is discounted
- When you sign for a year with an earned, owned, and social package, the monthly spend is discounted

Measurement

Brand equity is a top-of-funnel metric, and is thus challenging to measure. However, we don't believe PR can be optimized without measurement. In our experience, measurement is most effective when we discuss and set goals at the very start of the relationship, ensure they are aligned with the client's business goals, and then revisit them on a quarterly basis.

Where your retainer goes

- Taking care of our 3Pointers with competitive salaries, [comprehensive benefits](#), time to pursue their personal passions, and opportunities to reinvest in their professional growth
- Procuring best-of-breed tools that to help us execute work with agility and at a high level track impact, including:
 - Cision for media contact research and data
 - Trade, local, and national media subscriptions
 - Monday.com for workflow management
 - Adobe Creative Cloud and Canva Pro for design and animation needs
- Allowing us to give back — we make financial gifts and/or donate hundreds of hours each year in aggregate to 501c(3) companies including [T4Youth](#), [The Justin Wynn Foundation](#), and [Plant Chicago](#)
- Funding our work infrastructure needs

View more at 3ptscomm.com.