



PR

for *niche* and  
emerging brands  
with a newsworthy  
story to tell.

#KissingLionsPR



# Value Proposition

Kissing Lions Public Relations is a boutique communications, strategy and content hub that supports niche and emerging lifestyles brands with a newsworthy story to tell. We are a fierce yet lovable brand that strategically solves PR blindspots, assesses PR assets, provides owner/influencer audits, produces content, and implements media outreach and influencer and event marketing.



# CAC/Relationships

Professional memberships  
Database resources  
Social media marketing  
Conference/summit attendance  
Twitter/Instagram campaigns  
Networking events  
Private events  
Face-to-face branded events



# core Features

\*Service based

Branded assessment, implementation, and reporting process: Formula and stages based onboarding and discoveries (forms, decks computer, internet connection)



# sales channels

\*Service based



Social media, virtual edu and lead generation, face-to-face events



# Comparable Brands



## TechWadi.org

Building bridges for entrepreneurshi...

San Francisco · Public Relations



## Socialatom PR & Communications

Public Relations & Comm

Miami · Public Relations



## Muck Rack

SaaS platform for PR and

New York City · Journalist



## Hippo Reads

Real World Issues, Acad

United States · Public Rel



## Onboardly

Content Marketing and PR fir

San Francisco · Public Relatio



## Signal Labs

Leader in delivering big data

San Francisco · Governments



## Totem

Build a great press page right now

Austin · Journalism



## PressDoc

The future of press releases

Amsterdam · Social Media Platforms



## Crowdboost

Next generation, on-demand public...

San Francisco · Public Relations



## Dailybooth

San Francisco · Photo Sharing



## AirPR

AirPR is a PRTech company that pr...

San Francisco · Public Relations



## DotSpots

Torrance · Semantic Search



## Primeloop

Build targeted audience

Las Vegas · Brand Mark



## Webvanta

SaaS for quality web si

Santa Rosa · Public Rel



## LaunchGram

SongKick for Upcoming

Mountain View · Public F



## Sqoop

Sqoop helps journalists and news org...

Mountain View · Journalism



## Attentive.ly

We help companies monitor custom..

Atlanta · Social Media Marketing



## MarketMeSuite

A platform for businesses to manag...

Norwich · Small and Medium Businesses



## PressFriendly

PR Automation

San Francisco · Startups



## Launch.it

Event News Platform for shows to d...

New York City · Public Relations



# customer Base

Ideal for brands, businesses, niche service providers and mission-based organizations that have a marketing budget of \$42K + annually.



# Ancillary Revenue

Bootcamp/  
PR for the Happiness Economy bootcamp

Membership/  
Zen Den QuestionQ  
Zen Den MastermindQ

Shout out to Aaron Hurst, author of The Purpose Economy.



# customer segmentation

**B2C**

Mompreneurs  
Entrepreneurs  
Solopreneurs  
Makers  
Owners

**B2B**

Small Ad Agencies  
Small Branding  
Firms



# Key Resources

Social message/campaign  
Database  
Research  
Monitoring

Reporting  
Graphic designer  
Partnerships  
Client news



# Key Activities

Overall PR Strategy/trekking  
Transform makers into thought leaders  
Brand, website, social media messaging overview  
Written, photo, video content production  
Media outreach

Education/resolving PR blindspots  
Focused thought leader strategy  
Membership based hourly-breakout sessions





**VOLATILITY**  
Recurring  
Project based  
Transaction based.

**PREDICTABILITY**  
Market: currently  
being disrupted  
from exclusive to  
more inclusive &  
integrated

**RISK**  
Medium

**RETURN**  
Let's talk!

# Revenue Stream





# KLPR company culture.

Support brands that matter in gaining exposure to their audience.

Resolve publicity blind spots that hinder growth.

Support business owners in becoming thought leaders.

Amplify meaningful social messaging.



# How we're different.

Authentic understanding of niche brands, emerging thought leaders and small businesses with a newsworthy story to tell.

Background in fashion, film+television, entertainment industry, storytelling, & wellness.

Interest in work-life balance and conscious business practice.

Develop influencer perspective.



# AS seen in...

Mashable  
The Network Journal.  
Business News Daily  
Workout Trends

Techsy Talk  
Style Network  
B Plans  
My Corporation



# The good news...

Workout Trends .com

ULM NYC

The Network  
Journal  
Local Professionals and Small Business Magazine

she  
FINDS

heart&soul

Style.

WORLD BOOK MAGAZINE  
WBM

american  
latino

BIZBASH  
EVENT PLANNING NEWS, IDEAS & RESOURCES

artnet® news

Splash  
magazines  
splashmagazines.com

Beauty High

BK  
LIVE

DEVOTED TO LOVE  
BRIDALTRIBE

HEALTH  
*bird*

GreenBrideGuide

DAILY  
MAKEOVER

BRIDES

USA  
TODAY  
A GANNETT COMPANY

Life & Beauty  
WEEKLY

advance  
healthcare  
NETWORK

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UNION

<http://kissingleons.com/case-studies/>

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