

#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





comparable Brands



TechWadi.org

Building bridges for entrepreneurshi...

San Francisco · Public Relations

Socialatom PR & Communications

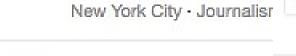
Public Relations & Comn

Miami · Public Relations



Muck Rack

SaaS platform for PR an



Hippo Reads

Real World Issues, Acad

United States · Public Rela



Crowdbooster

Next generation, on-demand public...

San Francisco - Public Relations

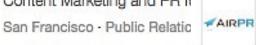


Dailybooth

DotSpots



San Francisco - Photo Sharing



AirPR

AirPR is a PRTech company that pr...

San Francisco - Public Relations

Torrance · Semantic Search



LaunchGram

Webvanta

Primeloop

Build targeted audience

Las Vegas - Brand Mark

SaaS for quality web si

Santa Rosa - Public Rela

SongKick for Upcoming Mountain View - Public I



Press Friendly

Launch.it

MarketMeSuite

PressFriendly

San Francisco - Startups

PR Automation

Event News Platform for shows to d...

A platform for businesses to manag...

Norwich · Small and Medium Businesses

New York City - Public Relations



Sqoop

Sgoop helps journalists news p...

Mountain View - Journalism



PressDoc

Austin · Journalism

Totem

Onboardly

Zignal Labs

The future of press releases

Leader in delivering big data

San Francisco - Governments dotsoots

Build a great press page right now

Amsterdam · Social Media Platforms



Attentive.ly

We help companies monitor custom.





Gustomer 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 B2B

Mompreneurs Entrepreneurs Solopreneurs Makers Owners 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

Revenue stream

RISK RETUR Medium Let's ta



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 हु







heart&soul









artnet news













































for ment and emerging brands with a newsworthy story to tell.

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