

FIVE REASONS TO PARTNER WITH VOLUME

WE'RE EVERYWHERE

Boutique team of award-winning communication & PR strategists with "Boots on the Ground" in every US market

WE'RE EXPERTS

Creating More Awareness, More Customers & More Results with Marketing Communications & Public Relations Precision

WE INSPECT THE RESULTS

Ongoing measurement is a cornerstone of all we do

WE HAVE A PROVEN SYSTEM

Leveraging Behavioral & Cognitive Science to accelerate your PR & communication outcomes

WE DELIVER SCIENTIFIC STRATEGIES & SERVICES

Tailored to your specific goals & incorporating your existing content

PRESENTATION SUMMARY





WE'RE EVERYWHERE

Boutique team of award-
winning PR & integrated
communication strategists

I

ABOUT US

volume public relations: overview

More Awareness. More Customers. More Results.

15 Year History of Measurable, Award-Winning Results

2016 Forbes Agency Council Members

Core Practice Areas: Technology, Business-to-Business Brands & Consumer

Denver Business Journal Fastest Growing Business + 40 Under 40 +
PR Week Best Value B2B Campaign + ColoradoBiz GenXYZ

Advancing the practice of marketing communications with Behavioral Science:
Psychology, Neuroscience, Sociology & Anthropology

LEADERSHIP TEAM

CEO



**ELIZABETH
EDWARDS**

President & CEO

Leads all Volume PR
client program growth
& strategy

PR



**HEATHER
LINDEMANN**

**Director & Chief
Strategist**

Brand development,
PR & media relations
expert, with a history
building B2B
technology start-ups
from Ogilvy PR

PR

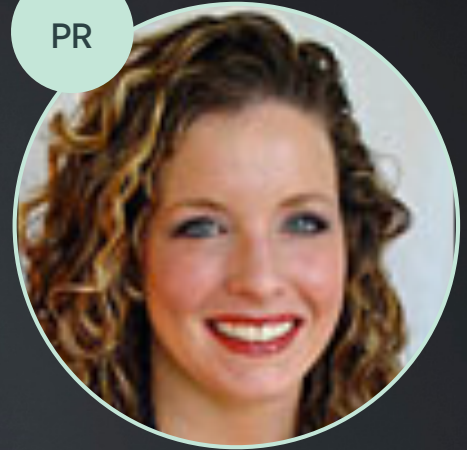


JULIE CROCE

**Strategic
Communications
Director & Media Liaison**

PR & B2B media
relations expert from
Ogilvy PR

PR



MELISSA SHOREY

Chief Strategist

PR, Marketing &
Public Affairs team
lead, previously Vice
President at Hill &
Knowlton & Ogilvy PR



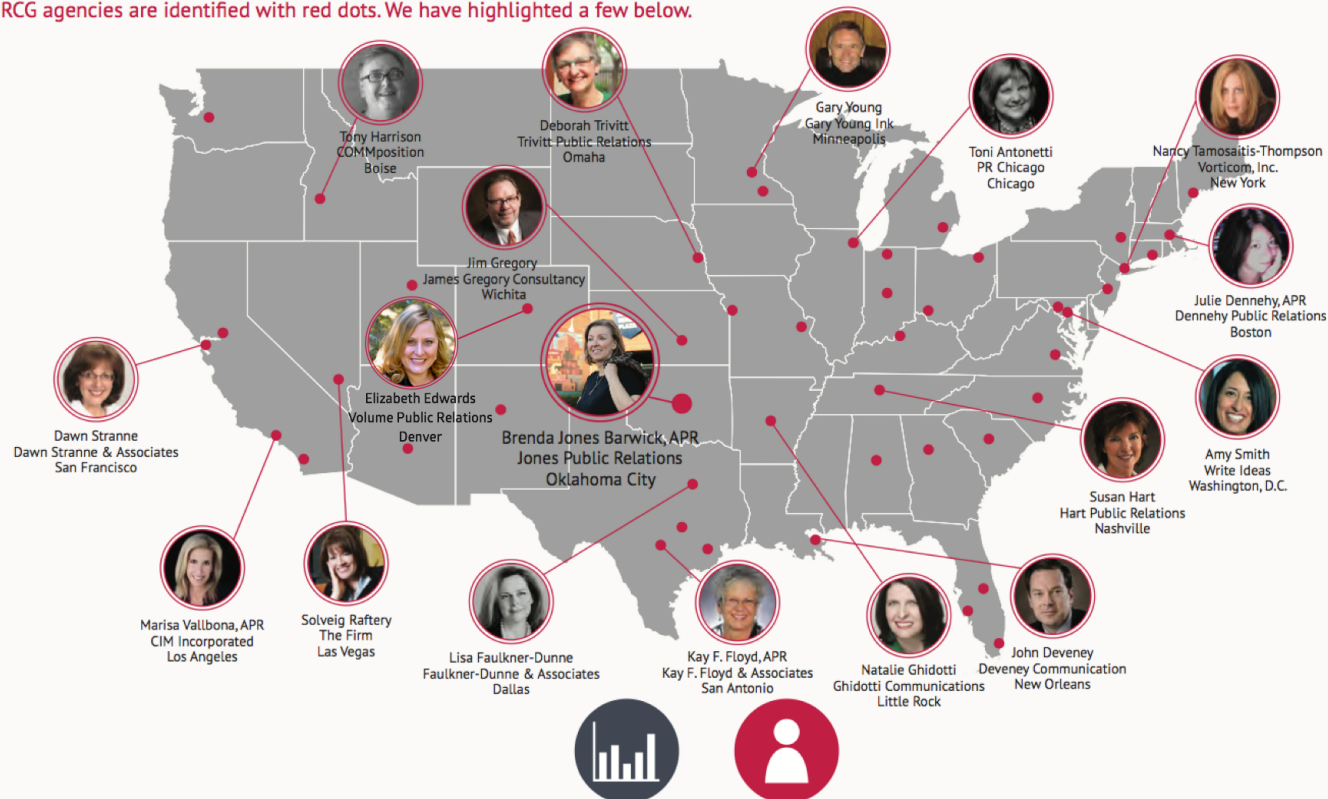
PRCG MEMBERSHIP

Boots On The Ground In Every Market

About PRCG

PRCG: A National Network

PRCG agencies are identified with red dots. We have highlighted a few below.



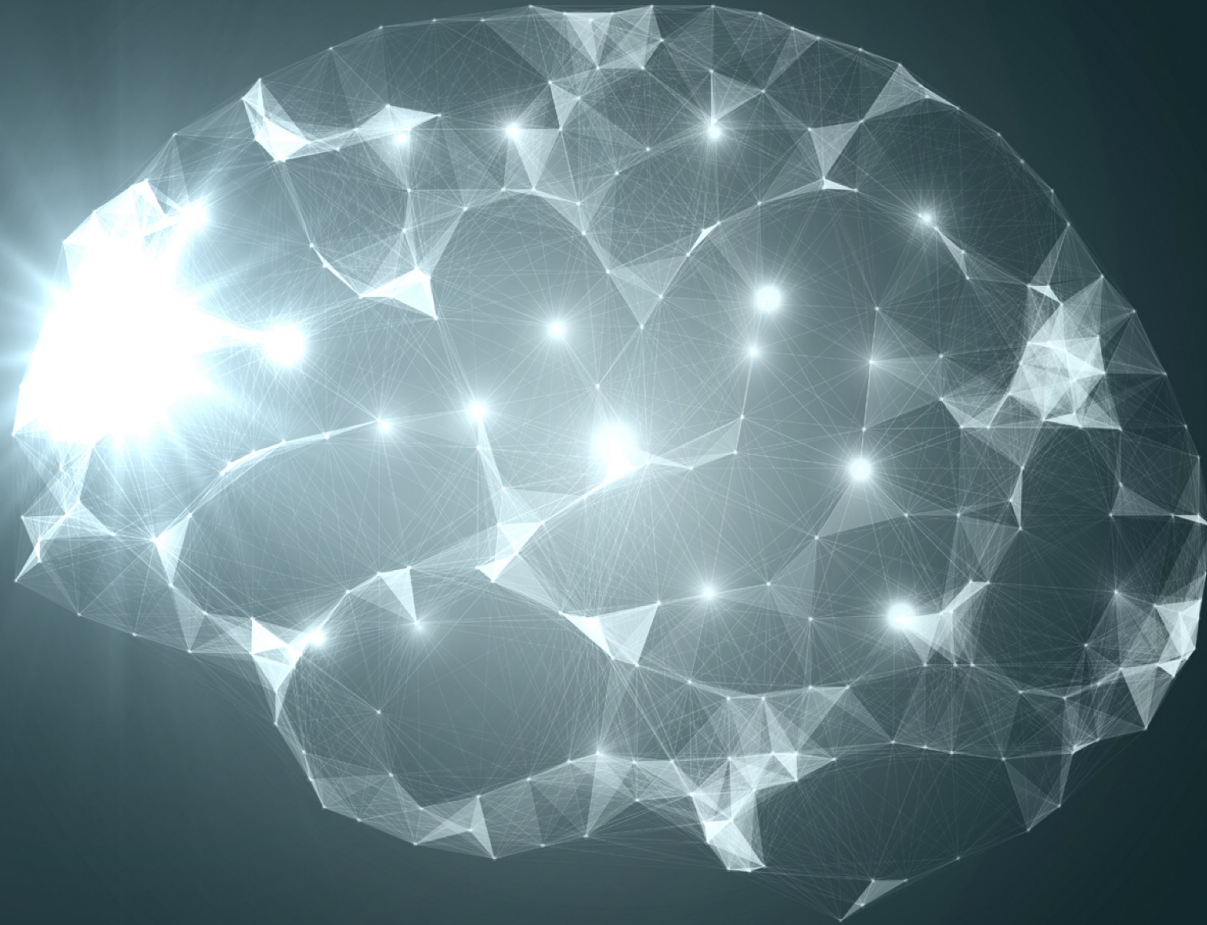


II



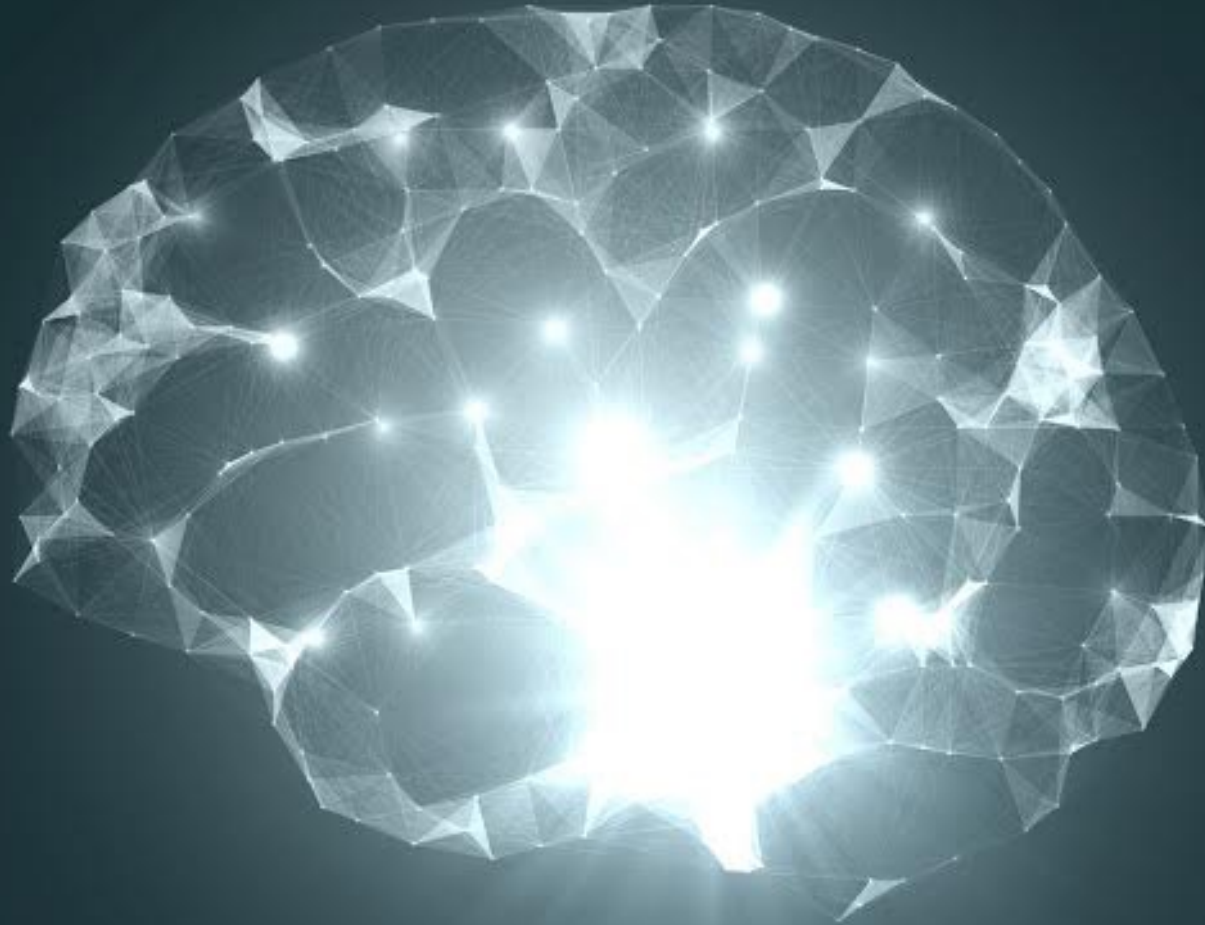
WE HAVE A PROVEN SYSTEM

Leveraging Behavioral & Cognitive Science
to accelerate your PR & integrated
communications outcomes



Marketing Communications Primary Target =
Frontal Brain / Cognitive Thinking

(Critical Thought Process) + (Lack of Knowledge) = (Fear) + (Inaction)

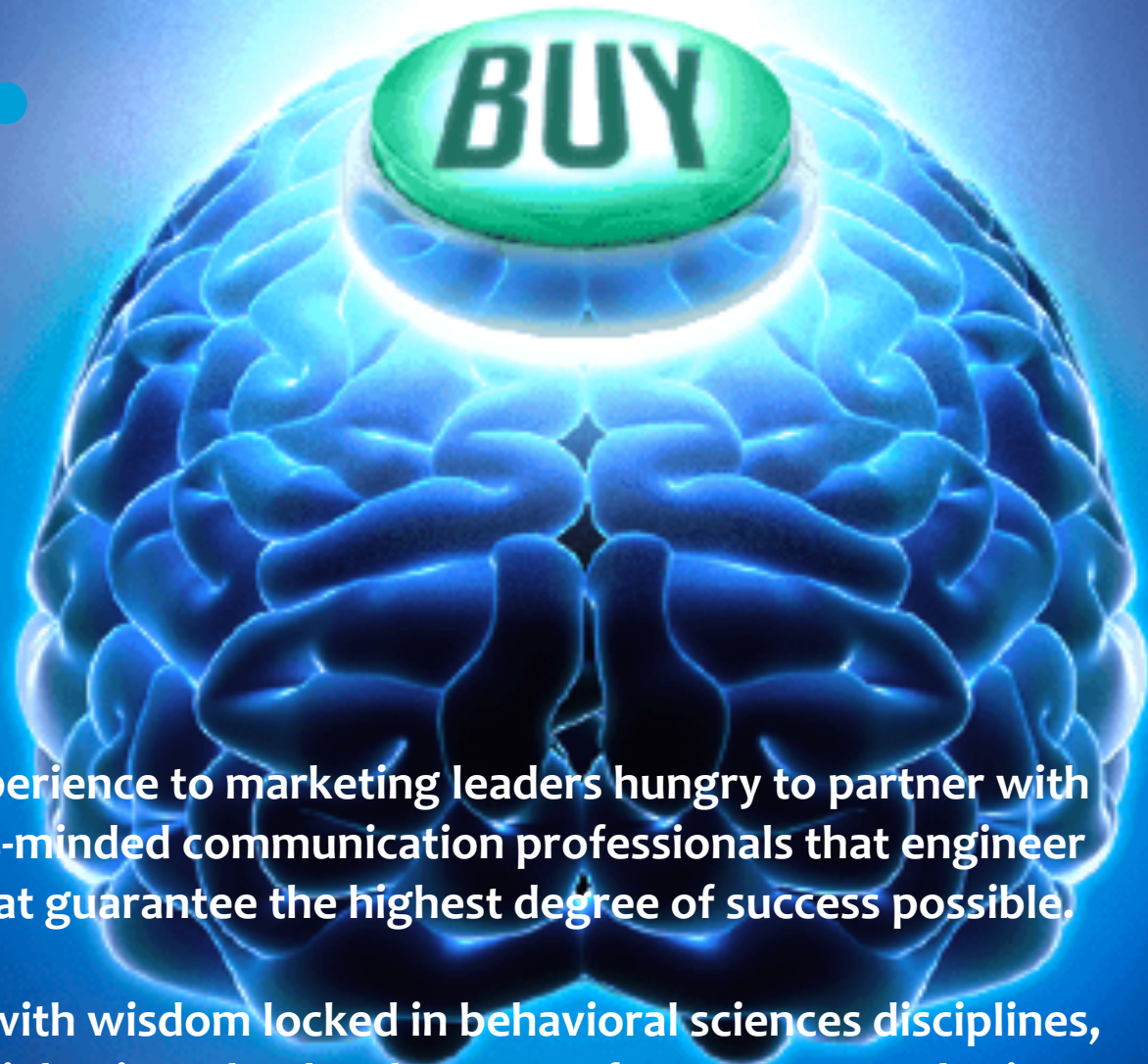


Science-Based Communication Primary Target =
"Breathing Brain"

(Psychological + Neurological Driven Strategies) + (Precision Messages &
Strategies) = (Competitive Advantage) + (Results)

OUR PROMISE TO IMPROVE YOUR COMPETITIVE ADVANTAGE

We Only Succeed When You Do



Volume delivers a one-of-a-kind PR experience to marketing leaders hungry to partner with creative, innovative, astute and results-minded communication professionals that engineer precision messages and campaigns that guarantee the highest degree of success possible.

By infusing communication strategies with wisdom locked in behavioral sciences disciplines, and merging those transformative insights into the development of messages, marketing strategies and innovative PR campaigns, Volume clients receive the most precise and trusted blueprint for communications success, thereby multiplying mindshare, opening floodgates of new opportunities and maximizing success company-wide.

INTEGRATED COMMUNICATION

our workflow





WE DELIVER SCIENTIFIC STRATEGIES & SERVICES

Tailored to your specific goals
& producing measurable
outcomes

OUR SERVICES

where we are strong for you

Volume clients enjoy a complete integrated communication team that serves your needs as a partner & consistently exceeds expectations

RESEARCH SERVICES



Customer & Competitor
SEO & Keyword Analysis
Conscious &
NonConscious Research
Methods

PUBLIC RELATIONS SERVICES



Media Relations
Thought Leadership
Brand Development
Social Media
Event Management

COMMUNICATION SERVICES



Content Development
Website Content
Social Media Posts
Contributed Content
Marketing Materials

MARKETING SERVICES



Lead Generation
Sales Support
Marketing Execution
Advertising & Creative
Traditional & Digital

HUMAN SCIENCE SERVICES

systematically improving outcomes

The new age of marketing communication integrates behavioral & cognitive science principles to reduce marketing missteps & accelerate outcomes

PRECISION PLANNING



Counsel & Strategy Based
on Human Science Levers
Best Activated per Your
Unique Target Audiences
Preferences

TARGETED MESSAGES



Systematic Message
Development & Keyword
Prioritization Based on
Triggers Proven to
Increase Outcomes

PRIORITIZED CAMPAIGNS



Campaigns & Promotions
Respecting Psychological
Laws that Govern Human
Behavior & Guarantee
Improved Results

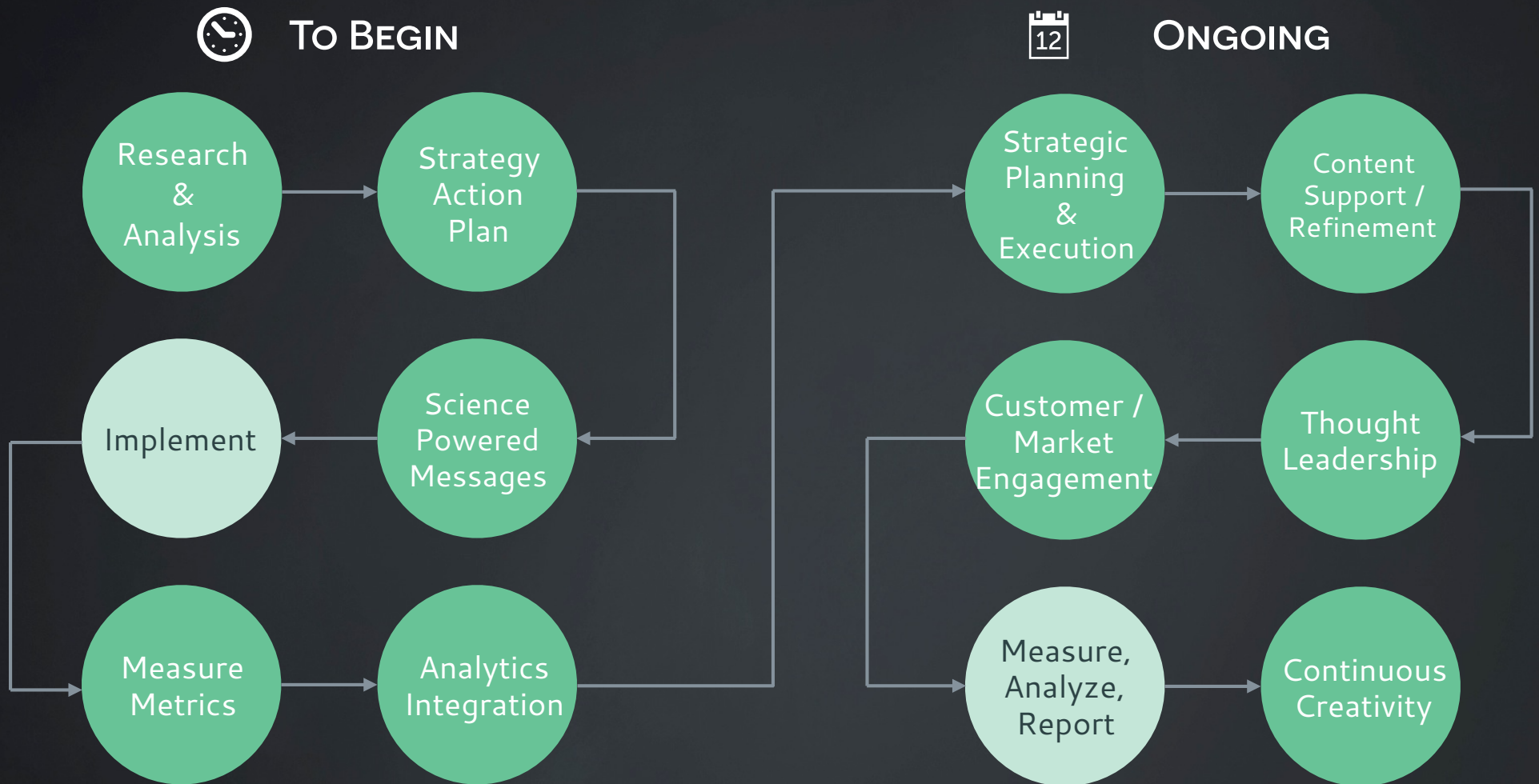
SCIENTIFIC RESEARCH



Qualitative Research
"Vocal Pain Probe"
EEG & Eye Tracking
Conscious &
NonConscious Forms

OUR PROCESS

implementation over time





IV

WE'RE EXPERTS

Creating More Awareness, More
Customers & More Results with
Public Relations & Communication
Precision

SHOWCASING ENTREPRENEURS

CEO Success Story Features

WASHINGTON POST

FORBES

YAHOO!



CEO Profile

CEO Growth Lessons

Front Page of Yahoo!



INC
MAGAZINE



FOX
BUSINESS
NEWS

NATIONAL HIGHLIGHTS



WEBSAFETY

Mobile Technology Launch



WEBSAFETY

Mobile Technology Launch



WEBSAFETY

Mobile Technology Launch



WEBSAFETY

Mobile Technology Launch



THE RELAXING COMPANY

Strategically Placed Features



THE RELAXING COMPANY

Strategically Placed Features



DIGITECH SYSTEMS

B2B Software Launch



NASDAQ

Volume PR Rings Opening Bell

LAUNCH WITH SCIENCE

the "Scarcity Principle" at work



BRIEF: Launched ticket sales for the PGA TOUR's return to Colorado amidst a stack of reason why sales should be down



SOLUTION: Strategically structured & promoted "Priority Ticket Program" launch



BUDGET: \$150,000



RESULT: Doubled opening week ticket sales over highest selling championship on record from \$300k to \$600k



 **TICKET SALES**



**Record-breaking
\$3.5 Million
raised for the
Evans Scholars
Foundation**

**PGA TOUR's
2014 Tournament
of the Year**

**Quadrupled
Media Coverage**

START-UP TECHNOLOGY

Scientific PR strategy results in multi-million dollar outcomes

📄 PR program drives mobile collaboration transition from sports market to enterprise industry. Obtaining massive media coverage and exponential sales impact within a **TWO WEEK** launch period (Budget: \$90,000)

💰 **\$1 MILLION** in enterprise sales, **TRIPLING** annual enterprise customers in under 1 month

Gartner®

💰 **\$2 MILLION** in direct leads from media placements in top business and technology outlets

FORRESTER®

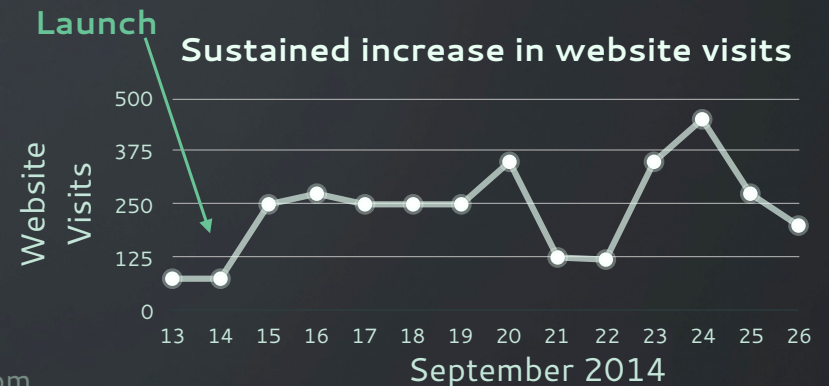
🚩 **2** personal introductions from analysts to C-Level Executives at Fortune 500 companies

🚩 **12** placements in business & technology publications within 15 day launch

✅ **1ST** page organic Google search results for key search terms

CIO

WSJ



Science-Empowered B2B Marketing Ingredients

Psychology + Neuroscience + The Art of Marketing & PR = Competitive Advantage

I Emotion Targeted Messages

Leverage the “6 Stimuli” identified by neuroscientists to elicit best responses to marketing messages

+

Psychological & behavioral pain & driver inclusion to produce results focused messages

II

Science-Empowered Strategy

Marketing & PR strategies that respect & leverage the psychological laws & emotive triggers that govern human behavior

III

Materials That Motivate

Marketing materials & content anchored in human & neuroscience strategies produce increased outcomes & create competitive advantage for brand marketers







Leveraging the Latest Science to Guarantee

More Awareness. More Customers. More Results.

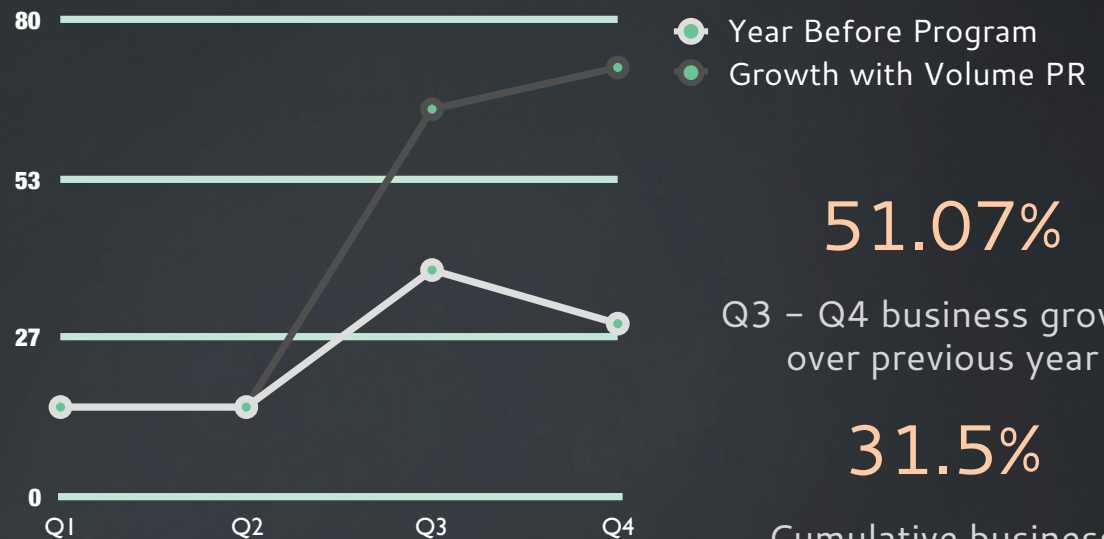
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B2B NATIONAL INTRODUCTION

-  **BRIEF:** HR Consultant with no visibility
-  **BUDGET:** \$160,000
-  **SOLUTION:** Thought Leadership Media Campaign
-  **RESULTS:** 5 *New York Times* & *Wall Street Journal* Appearances, exposure over 270,000,000 & a feature in 60 Minutes

PR Week's B2B Campaign of the Year finalist. Ranked alongside million dollar campaigns from the second and seventh largest and most powerful PR agencies in the world.

PR Week recognition resulted in an invitation for the CEO of Volume PR to ring the opening bell at Nasdaq.



51.07%

Q3 – Q4 business growth over previous year

31.5%


Cumulative business growth over previous year





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BEVERAGE LAUNCH

 **BRIEF:** Unconventional “Kava Kava” Beverage Brand Launch

 **SOLUTION:** Media Launch & Fierce Community Brand Loyalty Campaign

 **RESULTS:** Widespread online brand coverage from lifestyle media to top national press

2 Year Sales Growth



200%

Sold out of product stock & 2nd production in 48 hours

4:28

Average time on site with a 1% bounce rate

Conversion Rate of 5%



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OIL & GAS REFUEL

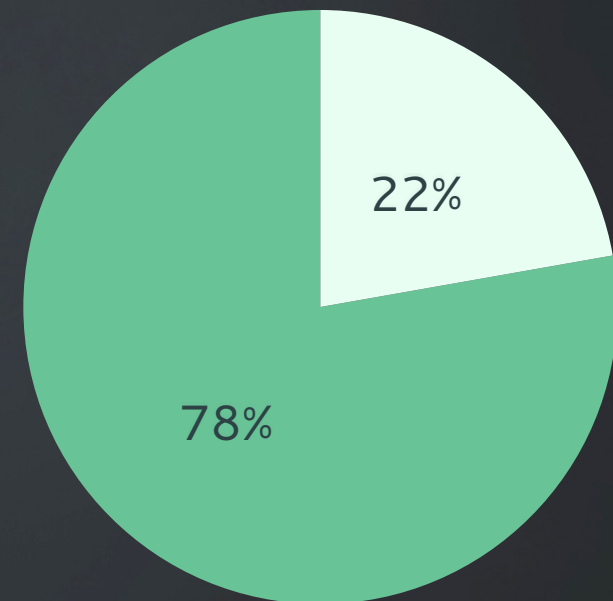
Massive media opportunities for accounting software brand

- After taking on a struggling company, the CEO of former technology client hired Volume to help rebuild the brand, facilitate immediate positive coverage, and rapidly accelerate his and the companies position as industry thought leaders. Within the first 60 days of the program, 14 media opportunities were secured in major industry publications.

Achieved within 60 days of onboarding:

- ✓ Targeted outreach to 9 publications, resulting in securing 14 coverage opportunities with 7 of the publications.
- ✓ Secured series and repeat invitations to contribute content and expert commentary for key industry publications
- ✓ Audience reach from secured coverage >1.6 million

Thought Leadership & Coverage Outcomes Achieved in 3/4 of target media in only 60 days



● Remaining ● Secured

ZERO VISIBILITY TO THOUGHT LEADER

Established CEO as an industry expert in months

- Started without visibility and, after just a few months, positioned the owner of a B2B website brokerage company as a respected and sought-after industry expert.



TELECOM LEADER CREATION



BRIEF: Tower Cloud – Wireless Infrastructure Provider



BUDGET: \$180,000



SOLUTION: Thought Leadership Media Campaign



RESULTS: 3-year growth alongside PR program of 964%

Named 7th fastest growing telecommunications company & 478 on the Inc. Magazine 500 list of the fastest growing businesses in the US

Established as a thought leader & innovator in the telecommunications wireless backhaul industry speaking at 100% of target events



964%

Business growth alongside PR program

100%

Speaking positions secured at target events



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OPTICAL NETWORKING ACQUISITION



BRIEF: Kailight Photonics (Israel) – US media & analyst influencer relations campaign to build brand & expand sales



BUDGET: \$220,000



SOLUTION: Analyst & Media Engagement Strategy + Conference Campaign



RESULT: \$35 Million Acquisition by Optium Corp. following successful events + media engagement strategy



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90% Customer Engagement

Pre-show press coverage caused 90% of target customers to visit the booth within the first few hours of the floor opening

100% x4 Target Media Engaged

Executive team met with 100% of their target media & analyst to publicize conference news 4-years in a row

\$35,000,000 Acquisition

The 4th year of Kailight's explosive visibility campaign kicked off with the announcement of the companies successful acquisition for \$35 million

INTERNATIONAL BRAND BOOST

📄 An international business franchise was being outperformed by their sole competitor. After identifying an opportunity for growth in press coverage from a recurring annual announcement, the announcement was re-worked, optimized, promoted, and distributed. By the end of the first year the following results were achieved:

✓ **233 MILLION** people reached from media coverage...

...which was **DOUBLE** the media impressions of the competitor

✓ **15,000** placements from the search engine optimized press release...

...a **10,000x** increase from the 15 placements in the year prior

✓ & The Business Marketers Association awarded the campaign a Silver Award in the Gold Key Awards competition

BMA
Gold Key
Silver Award



The New York Times

THE WALL STREET JOURNAL.

THE DENVER POST



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TESTIMONIALS



H.K. BAIN
President & CEO
Digitech Systems

LEADING CLOUD ENTERPRISE CONTENT MANAGEMENT BRAND

"We spent a considerable amount of time reviewing public relations agencies... From the first call with Volume PR, we could tell they were different, and they have consistently exceeded our expectations and proven their value to our organization."



JESSICA NELSON
Marketing & Communications Director
The Alternative Board, International

INTERNATIONAL FRANCHISE

"It's unusual for us to find a partner that truly is in the game with us. VolumePR regularly proves that they are, and we greatly appreciate both their character and work."

TESTIMONIALS

”



DAVID NASH

VP Sales & Business Development
Integrated Software Metrics

B2B DATA ANALYTICS SOFTWARE

“We immediately saw the value in working with Volume PR over other marketing and PR firms. Volume PR has **proven success working with software and technology press**, and were able to leverage those relationships on our behalf to generate amazingly powerful and positive coverage surrounding the launch of our product suite.”

”



ROBERT FOGLER

Founder & Managing Director
Thousand Hills Venture Fund

VENTURE CAPITALIST

“From day one with Volume PR they understood our market needs as a venture capital fund. Their knowledge and expertise of foreign markets was something that I hadn’t experienced with other agencies. As our program continues to develop we are already **experiencing unbelievable coverage**, proving that even a task as daunting as changing the United States’ perception of Rwanda is not too much for this team.”

TESTIMONIALS



GEORGE TOWNSEND
Sr. VP Marketing & Business
Development
Tower Cloud, Inc.

WIRELESS TELECOMMUNICATIONS PROVIDER, FLORIDA

"Tower Cloud has partnered with Volume PR since 2009 and we have been totally impressed with their **premier marketing and branding skills**. They have learned our industry, key events within the industry and developed strong relationships with the media that covers telecom. Hence **our brand awareness has grown tremendously through creative marketing campaigns**, interviews, published articles and press releases with key print media. I'm a big fan of Volume PR and their very talented team!"

VOLUME PR AWARDS

our peers are pretty impressed with us

- **IABC Bronze Quill** – Public Relations Launch Campaign
- **IABC Bronze Quill** – Media Relations Results
- **IABC Bronze Quill** – Technical Writing
- **LACP Spotlight Award** – Proprietary Case Study Methodology
- **LACP Spotlight Award** – Contributed Article Authorship
- **LACP Spotlight Award** – Corporate Press Kit
- **LACP Spotlight Award** – Corporate Communication Materials
- **Platinum MarCom Award** – 15,000+ SEO Results
 - **Platinum MarCom Award** – “Actionable” PR Plan Like No Other for SaleBrain
 - **LACP 2014 Magellan Award** – Top 25 Campaign of 2014 & Best Campaign on Budget
 - **Platinum MarCom Award** – Publicity & Special Event Platinum Awards
- **Gold MarCom Award** – Shriners Hospital Media Results
- **Gold MarCom Award** – Mary Crane B2B Launch Results
- **Platinum MarCom Award** – Dale Earnhardt Jr. “Big Mo” Product Launch
- **PR Week Magazine Awards** – B2B Campaign of the Year Finalist
- **PR News Platinum Award** – Best SEO Press Release
- **BMA Gold Key Award** – Silver Award for TAB Media Exposure
- **Denver Business Journal** – 5th Fastest Growing Small Business
- **Denver Business Journal** – Fastest Growing Public Relations Agency in Colorado

V



WE INSPECT THE RESULTS

Ongoing measurement is a cornerstone
of all we do

MEASUREMENT KEYS

analytics take many forms



WEBSITE

Traffic
Sources
Patterns
Behavior



MEDIA

Reach
Credibility &
Validation
Share of Voice
Link Value



VIEWS

Video Content
Social Media
Interaction
Contributed
Content



CUSTOMERS

Subscribers
Downloads
Adoption
Retention
Growth



**THANK
YOU**

We Look Forward to Delivering You
More Awareness, More Customers, More Results