



What we do

For startups who are trying to get attention and share their stories, LEVEL PR helps tech companies by assessing a company's value proposition and differentiation to determine where it places in a given industry. This helps us determine a targeted media plan and the most viable outlets for the strongest messaging.

Different from other PR firms, LEVEL PR offers startups a no-nonsense, results oriented approach to publicity. We pride ourselves on garnering media placements and enhancing content engagement. We are a true partner - offering honest feedback, problem solving and a healthy dose of humor.

What is PR?

In one word:credibility. The endgame of any PR effort is to establish credibility for your company's product/service in the market it is targeting. You know your product is good, does what it is supposed to do and your friends use it, so why can't you just say that and everyone will agree? Few will take your word on it at face value, and unless they take the time to try out the service/product, you might be trapped in an echo chamber.

You could take out an ad, but unless your brand is known, you would still have the problem of establishing credibility. It may cost thousands of dollars without much ROI to show for it. As the old saying goes, "Advertising is what you pay for, publicity is what you pray for."

So how does PR establish credibility? Through 3rd party mentions via the media and social/web influencers.

Regularly appearing in the media and on social media channels shows your clients/customers that you are an authority in your field, an expert. Credibility comes from the fact that a third party (the journalist or influencer) will be writing about you in a key media outlet which results in greater exposure. Over time with repeated coverage, people become familiar with you and your brand, which can shift or create a new perception of your company in the market.

Trust The Process

The first step when building a PR machine for your company is to ***Trust the Process***. In partnering with your PR firm, trust that they have your best interests in mind. Be open to exploring strategies and tactics that initially might be unfamiliar. These things don't happen overnight... Well executed PR takes weeks, oftentimes months, to truly bear fruit.

How You Can Help the Process:

- ***Timeliness and responsiveness to both proactive and reactive media opportunities***-- Some might not come around again, and journalists are oftentimes on deadline. A quick turn around with the media goes a long way.
- ***Embrace a good media opportunity***-- PR is a long tail game that helps build your brand over time. The only way to do that is the get the message out consistently through a variety of channels and outlets, both small and large.
- ***Give a little, get a lot***-- Many companies don't want to give away the 'secret sauce', for fear of giving away a competitive advantage. But sometimes in order to get your message out, you have to be able to 'play the game.' To move the conversation from talk to coverage, you might have to share some details or at least hint at things to come. An old adage comes to mind: *Give the media 85% and they will let you slide on the remaining 15%.*
- ***Trust your voice***-- You are an expert about issues in your industry, qualified to give your opinion for trend stories/op-ed articles. Your opinion is unique and your PR firm needs your input to share your authentic voice with the media.
- ***Trust your publicist***-- In partnering with us, know that we want to get the word out as much as you do. By working together through the process, all parties will be happy with the end result.

The Results

How do you know that targeted PR efforts are working for your company? ***Working through the process***, you can expect to see:

- ***Being part of the conversation***-- Consistent media coverage about your company and its news developments, appearing in media outlets and social channels that reach your desired audiences.
- ***Increased web traffic***-- Quality media coverage that drives traffic to your website, while improving SEO via links directly from media coverage.
- ***Merchandising opportunities for marketing*** - Using media and social coverage as collateral to help your marketing and sales efforts, including:
 - Sending key company press coverage to your email lists
 - Creating/enhancing a press page and/or blog on your website
 - Adding coverage to your email signature
 - Posting coverage on Twitter, Facebook and/or LinkedIn pages
 - Using coverage to power you sales team. They can use the media links for emailing prospects or more formally, as part of physical "leave behinds" if they are meeting with prospects in person.
- ***Thought Leadership***-- Media coverage can help raise your founder's presence along with the company's reputation. This can mean more opportunities and demand for s/he to appear and speak at industry conferences, appear on key business lists, contribute to regular columns, and be considered for award opportunities.

Founder



Scott Rosenblum

President/Founder

With over 15 years as a Public Relations professional working with a variety of BtoB and BtoC technology clients, Scott brings a wide range of media knowledge, depth and savvy to the table. His past experience includes publicity work for tech startups, media companies, publishers and advertising tech companies. He has garnered media coverage for clients in TechCrunch, The New York Times, The Wall Street Journal, WIRED, Fast Company, CNBC and a variety of a trade, consumer and business publications.

Scott is a graduate of the S.I. Newhouse School of Communications at Syracuse University.

scott@levelpr.co
www.levelpr.co