

COMMUNICATIONSMATCH™

CONNECTING COMPANIES WITH COMMUNICATIONS PROFESSIONALS

- Market:** 8,500 PR agencies, 120,000 digital and marketing agencies, 250,000 PR professionals in U.S. Estimated 1,000,000+ agency/freelancer searches a year, 1.25 million companies with more than 25 employees. 12 million freelancers on Upwork. \$14 billion spent on PR agencies, \$450 billion spent on marketing services. International markets are a multiple of the U.S.
- Need:** Companies looking to more efficiently find high-quality professionals with the communications skillsets and industry experience required to grow brands. Agencies and professionals seeking more efficient and effective ways to build business and generate leads.
- What:** CommunicationsMatch is the most sophisticated and comprehensive resource for companies to find, shortlist & engage communications and marketing agencies, consultants and freelancers.
- How:** Powerful search engine helps companies find communications and marketing agencies and professionals listed on the platform with capabilities that match needs. Online RFQ/RFP tools. Search consulting services. Supporting guides, research, articles and videos.
- Value:** Make it easier and more efficient for companies to find, shortlist and engage qualified agencies, consultants and freelancers with relevant skills that match their needs. Cost- and time-effectively generate qualified new business leads for agencies and professionals with profiles on the site.
- USP:** Uniquely focused on communications. Platform is about relationships (experts valued), not hookups (bids for lowest price). No commissions.
- Traction:** 5,000+ agencies and professionals, 120,000 visits, 30,000 searches, SEO page #1 for key terms. Rising traffic and signups. Q1 2020 launch of partnership with 20,000 member PR industry association to use CommunicationsMatch as search/RFP platform. Established partnerships with public relations and marketing associations. Generated agency search consulting leads from major companies and government organization. Secured search contract with global investment bank. Invited to be part of **Google Media Partner Accelerator** program.
- Revenue:** Agencies, consultants and freelancers pay listing fee. Companies search for free; pay to use RFQ/RFP tool and other services. Revenue shares with select partner organizations.
- Team:** **Simon Erskine Locke**, Founder & CEO – former head of communications at Prudential Financial, Morgan Stanley, Deutsche Bank; **Kim McSheridan**, content and operations; **Olga Kramar**, search technology; **Jordan Appel**, Research Associate; **John Greco**, senior executive advisor, chair, Marketing **IMPACT** Council™, chair/CEO, Greco Enterprises; **RexSoft**, programming team.
- Partners:** RFP Associates, Researchscape International, National Black Public Relations Society, Hispanic Public Relations Association, Marketing **IMPACT** Council™/C-Suite Network™.
- Advisors:** **John Greco**, chair of advisory board, former CEO, Direct Marketing Association (DMA); **Ray O'Rourke**, former Chief Communications Officer, Morgan Stanley; **Jimm Meloy**, entrepreneur; **Bob Creighton**, MentorShop; **Mark Weiner**, CEO, Prime Research; **Carol Robbins**, former chief branding officer, Prudential Financial.