

BSRM

# Blue Scorpion Reputation Management

## Grow Your Business and Market Share

White Paper

[getstarted@bluescorpionrm.com](mailto:getstarted@bluescorpionrm.com) || [www.bluescorpionrm.com](http://www.bluescorpionrm.com) || 1-404-717-2502

# ABOUT US

BSRM is a specialist communications firm based in Atlanta with national reach, holding accounts specific to the video gaming industry, animal and pet care industry and the agriculture and farming industry, including investor relations to agricultural commodity and product brands. We also provide government and corporate consultancy.

We exist to support in-house teams with strategic communications, reputation management and crisis communication. We are focused intensely on quality, and listening is our first order of business. We deliver unique value in that we first understand our clients' interests and needs to build trust while achieving strategic goals.

We want to tell your story through communications and advocacy to grow your business and market share.



Write Press Releases, Biographies and Advisories



Communicate Business Processes



Tailor an Evolving Public Relations Strategy



Serve as Trusted Counsel to Mitigate Crises



Determine Messaging and Communication Channels



Market Research/Audience Segmentation



Produce Collateral Materials



Handle Social Media Management



Write Blog Content and Web Copy

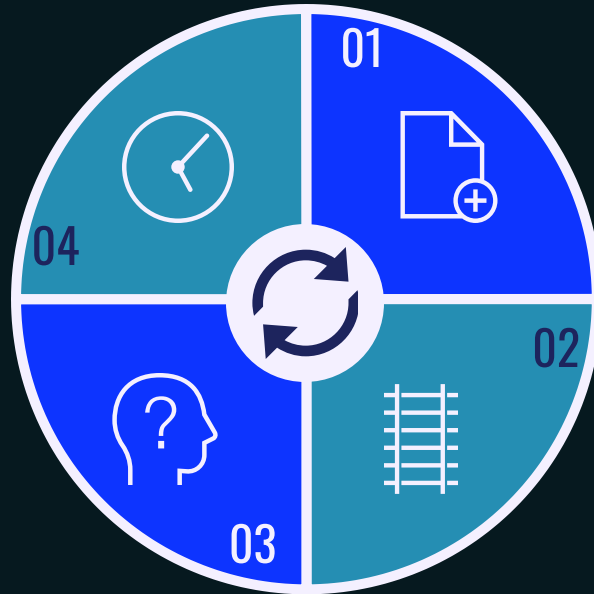
# OUR PROCESS

## EVALUATION

Evaluation is the review of the use of tools to measure impact and return on investment.

## IMPLEMENTATION

Proactive tactics are deployed to segmented audiences in various publications such as promotional opportunities, media relations and event planning.



## RESEARCH

Research is the fundamental best practice in PR and the first step in the continual cycling process.

## PLANNING

An action plan through strategy development is established where objectives are meaningful and measurable. Research methodology backed by PR theory and models inform campaigns to ensure its success.

# Managing the Functions

## BRANDING



The process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

## MARKETING



The goal is meant to inspire motivation. Think about how to accomplish the goal and if you have the tools/ skills needed. If you don't currently possess them consider what it would take to attain them.

## MARKETING COMMUNICATIONS



A combination of activities designed to sell a product, service or idea. These activities are designed to maintain consistent brand messaging across traditional and nontraditional communication channels.

## PUBLIC RELATIONS



Public Relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.

# Key Company Information



## Type of Business

Public Relations, Marketing Consulting, Digital Marketing, Market Research & Public Opinion, Advertising Agencies



## Physical Address

191 Peachtree St. NE  
49th Floor  
Atlanta, GA 30303

## Mailing Address

P.O. Box 162872  
Atlanta, GA 30321



## DUNS

080735704

## Cage Code

803B1



## Business Descriptors

Minority Owned Business  
Woman Owned Business

Economically Disadvantaged Women-  
Owned Small Business  
NMSDC Certified



## Certifications

Accreditation in Public Relations by PRSA (Public Relations Society of America)  
Reputation Management Specialization by PRSA

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## Your Strategist

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Kimberly M. Starks, APR

Principal Consultant



# Design & Development Phase



## Strategic External Outreach

Strategic outreach efforts include building community from various audiences to improve public access through community engagement and outreach by providing leadership and in assisting international, national and regional media outreach efforts. Media monitoring will solidify some of the key performance indicators (KPIs).



## Internal Communication

Operating as significant trusted advisors, we can provide program management and training in the areas of media relations and marketing communications to bolster employee relations and internal communications. We can develop policy briefs and provide important information, breaking down language barriers, that can help your employees communicate with the public if you've designated a media representative already.



## Reputation Management

Your key stakeholders can have a major impact on your reputation, and we're agile enough to keep up with the changing environment. We will work with your in-house staff to build a good reputation, maximizing leadership to unite all appropriate stakeholders. Transparency is key when communicating strategically while considering which route gives your messaging the most undivided attention.

Building strategic partnerships and identifying key stakeholder groups such as employees, suppliers and the local community, regulators and other target market opportunities are key in developing industry best practices since it demonstrates your relationship with your audiences and the communities you serve. Managing those multi-stakeholder relationships and giving them access to you and your top leaders not only shows awareness but vision.

# Our Process

For Governments & Corporate Communication



## STEP ONE

### Client Requests A Project

**Project Lead** will drive the conversation and determine specifics by scheduling the Initial Strategy Meeting to develop a plan of action.



## STEP TWO

### Open Project in Our PM Platform

**PL** will send the completed next steps and notes via our PM platform.

This sets the stage to establish a Status Brief.

Client will automatically be notified of the new project in the platform.



## STEP THREE

### Create Strategic Communications Plan

**PL** will identify and understand who the Client's audiences are to develop the strategic plan and determine the strategy and tactics that work best for the project.

**PL** will send materials to the Client for approval with a due date of response within two business days.

**PL** will notify staff and Client via email with the project number and name in the subject line that work was approved and will indicate which creative content + assets to deploy.

Staff will attach a copy of the signed work from the PM platform.

# Our Process

For Governments & Corporate Communication



## STEP FOUR Deploy Campaign

Staff will establish a cadence and meet regularly with the Client (at the Client's frequency of comfort). Typically, meetings are held weekly.

Staff will email a copy of the approved activities and assets to the Client prior to the kickoff meeting.

Staff will develop a schedule that will include action items to activities and creative content + assets.

**PL** will share the schedule with the client, highlighting the dates for Client feedback and approval.



## STEP FIVE Internal Kickoff Meeting

**PL** will schedule internal kickoff meeting with all assigned creative assets + content, Cc'ing Staff on the invite.

**PL** will share the schedule with all creative content + assets.

Staff will update the project status with a Google Suite file titled "Deploy" where content + assets are approved for publication.

# Our Process

For Executive Presence Clients



## STEP ONE Client Onboarding

Project Lead will drive the conversation and determine specifics by scheduling the Initial Strategy Meeting to develop a plan of action.



## STEP TWO Schedule Facebook Live Q&A Session

PL will send the completed next steps and notes via our PM platform.

This sets the stage to establish a Status Brief.

Client will automatically be notified of the new project in the platform.



## STEP THREE Content Creation

**PL** will identify and understand who the Client's audiences are to develop the strategic plan and determine the strategy and tactics that work best for the project.

**PL** will send materials to the client for approval with a due date of response within two business days.

**PL** will notify staff and Client via email with the project number and name in the subject line that work was approved and will indicate which creative content + assets to deploy.

Staff will attach a copy of the signed work from the PM platform.





# Our Process

For Executive Presence Clients



## STEP FOUR Deploy Campaign

**PL** will produce a Strategic Communications Plan.

Staff will establish a cadence and meet regularly with the Client (at the Client's frequency of comfort). Typically, meetings are held weekly.

Staff will email a copy of the approved activities and assets to the client prior to the kickoff meeting.

Staff will develop a schedule that will include action items to activities and creative content + assets.

**PL** will share the schedule with the Client, highlighting the dates for Client feedback and approval.

## STEP FIVE Internal Kickoff Meeting

**PL** will schedule internal kickoff meeting with all assigned creative assets + content, Cc'ing Staff on the invite.

**PL** will share the schedule with all creative content + assets.

Staff will update the project status with a Google Suite file titled "Deploy" where content + assets are approved for publication.

## STEP SIX Schedule Webinar

**PL** will schedule webinar, commercial, or etc. as a part of the communications plan.





We use various media strategies and media production with the goal being in constant communication with various publics for an ongoing communications effort. We provide functional oversight through media relations, policy position statements, talking points and presentations among other paid, earned, owned and shared media opportunities.

## Techniques

# Issues Management

Addressing culture is one of the first concrete steps in establishing ourselves in this capacity – internally with employees to build meaningful, professional relationships and externally – to address various nationalities and ethnicities both locally and around the world. The current crisis creates different challenges – and opportunities – including new, digital methods of communicating virtually. Our job is to demonstrate consistency of themes, messages, images, actions and operations through creative services with operational links and digital tools in response to the public's needs.

There's also an opportunity to develop distance learning plans on a dedicated website for various audiences to remain up to date on decisions and policy.

## Techniques

# Crisis Communication Planning

We have a clear response strategy before a crisis begins in having a relationship with your stakeholders to uphold the integrity and your commitment to the public. In times of crisis, we help communicate with specific audiences using communication materials for key leadership, including PR plans, news releases and social media strategies.

Establishing an internal communications strategy comes first and is most important. It helps employees understand their role in relation to the public safety elements during crisis. Identifying organizations, groups and relevant stakeholders is next in drafting and distributing informative information through messaging, strategies and tactics. Messaging and script writing for senior executives for speeches and presentations will be prepared as reference points.

## Social Media Management

Our social media marketing manager will serve as the assets manager who will blend traditional and digital assets to foster highly creative content and social media programs, using software solutions to communicate directly to various audiences using a variety of channels – written and visual – for program development.

### Presence

With even more choices ahead for entertainment and media consumption, we will accelerate social presence, developing thought leadership for key personnel while continuing to raise education and public awareness to give stakeholders several channels to reach you. Through social media, we will guide media relations to promote activity and have targeted audiences rely on the web presence for up-to-date information. Social media aggregation software such as Sprout Social will help us listen to the audience base while identifying new opportunities for outreach.

## Techniques

# Social Media Management

Monthly, weekly, social media plans and content

Social media platforms will continue to be connected to the agency's website of which the public has access. From there, we will build coordinated movements keeping consumption and media usage on a global basis in mind with content that aligns with your company's overall PR objectives and strategy. We will produce content, ensuring compelling, factual messaging, particularly during this time where the world is facing a crisis. In coordination with employees, we will determine the output across platforms enough to generate outcomes such as social media comments to create dialogue. Personalized content specific to targeted audiences with photography and videography will be another social media feature.

## Performance in Progress

### Government



USDA-NRCS

Urban Agriculture Research

for the 10-county metropolitan Atlanta area

2021

## Past Performance



City of Atlanta

Small Business Development Program for Atlanta Watershed Management and Hartsfield-Jackson Atlanta International Airport

Completed August 2020

### Commercial

BSRM holds accounts specific to the video gaming industry, animal and pet care industry, and the agriculture and farming industry, including investor relations to agricultural commodity and product brands. We also provide corporate consultancy.

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Digital Storefront: <https://bit.ly/BlueScorpionRMStore>

Website: [bluescorpionrm.com](https://bluescorpionrm.com)



# DIGITAL MARKETING

Digital marketing is an essential aspect of marketing in the digital era and continues to grow with time. Social media and content marketing are changing along with the methods for generating digital traffic, including digital advertising and search engine marketing. BSRM delivers real-world results with a variety of digital marketing services. Learn everything you need from our expertise through content curation strategies, email, and marketing automation for small and large businesses alike.

Paid advertising, social media marketing, and search engine optimization point to the power and potential to bring new opportunities. We also watch your brand awareness by first identifying and understanding your audiences. Why is this important? Consumers use a mix of digital touchpoints along the buyers' journey. Digital channels such as websites are where the journey begins.

Digital marketing encompasses all marketing efforts using the internet. Through BSRM, we will generate interest, nurture leads, and facilitate - in a staff functioning role - to boost exposure and sales.



## Contact

Point of Contact:

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Let's Get Started ... Today!

Digital Storefront: <https://bit.ly/BlueScorpionRMStore>

Website: [bluescorpionrm.com](http://bluescorpionrm.com)

Social Media:   @bluescorpionRM

 @careers\_bluescorpionrm





