

PR 20/20 Point Pricing™: Sample Vertical Market GamePlan

PR 20/20 uses content marketing, PR and automation to generate, nurture and convert leads. Lead generation campaigns are designed to capture essential lead information (i.e. name, company, title, industry, email, phone); qualify contacts through lead scoring and automated nurturing workflows; and convert contacts into SQLs, opportunities and customers.

Campaigns are fueled by content marketing and include a mix of paid, owned and earned media promotion. Potential campaign elements include: original research reports, ebooks, whitepapers, case studies, interactive guides, webinars, website conversion optimization, surveys, infographics, blog posts, online and offline events, landing pages, email nurturing, social engagement, advertising and media relations. Lead generation campaigns typically run three months in order to achieve measurable quarterly goals. (For example: Generate 50 sales qualified leads in Q1.) Month 1 is for planning and production, and months 2 - 3 are for promotion, experimentation and performance monitoring.

This chart shows a hypothetical 300-point vertical market lead-generation program. Many of the campaigns we run fall in the 50 - 100 point range and feature one premium content offer. However, we wanted to demonstrate what's possible in an aggressive campaign with multiple long-form content assets.

The PR 20/20 Point Pricing™ model ensures clients get the full value of every dollar spent, regardless of how much time it takes to deliver. Points provide total transparency into pricing, progress, performance and resource allocation. Each project within a campaign is assigned a fixed-point total (e.g. blog post = 3 points) based on value creation rather than hourly estimates. The point totals are standard across all clients.

	POINTS	DESCRIPTION
Case Study	34	
Copywriting	13	Conduct research, write (750 - 1,000 words) and optimize a case study.
Landing Page	3	Draft and publish landing page with case study download.
Lead Nurturing	6	Draft and automate a 3-part email nurturing campaign.
Social Shares	2	Draft and publish 10 - 15 posts to promote the case study on Facebook, Twitter, LinkedIn.
Social Media Toolkit	3	Create social media toolkit for employees and partners. Toolkit to include case study overview, recommended social updates and related links.
Sales Integration Email	2	Email the sales team with case study and template email copy they can use in the sales process.
Video Interview Script with SME	5	Draft 15 - 20 question script for subject matter expert (SME) video interview.
Ebook	58	
Copywriting	35	Research, write (est. 2,000 words) and optimize a downloadable ebook targeted at the vertical market audience. Does not include design.
Landing Page	3	Draft and publish landing page with ebook download.
Visual CTA	2	Create a call-to-action button in varying sizes to use on blog posts and throughout website.
Promotional Blog Post + Upload	4	Draft and publish blog post (est. 400 words) introducing the ebook.
Outbound Email Workflow	6	Create a 3-part email workflow for existing leads featuring the ebook and related content.
Ebook Download Lead Nurturing	6	Write and automate 3-part email workflow to nurture leads that download the ebook.
Social Shares	2	Draft and publish 10 - 15 posts to promote the ebook on Facebook, Twitter, LinkedIn.
Webinar	52	
Coordinate With Presenter(s)	2	Work with internal or external subject matter experts (SMEs) to facilitate webinar.
Segment Contact Database	1	Segment contact database to identify leads in the target vertical.
Pre-Event Nurturing Campaign	6	Activate a 3-part email workflow inviting leads to attend the webinar.
Promotional Blog Post + Upload	4	Draft and publish blog post (est. 400 words) to promote webinar to blog subscribers.
Social Shares	2	Draft and publish 10 - 15 posts to promote the webinar on Facebook, Twitter, LinkedIn.
Deck Creation	21	Work with SMEs to build presentation deck based on ebook and/or case study.
Landing Page	3	Draft and publish landing page for event registration.
Day-Of Webinar Support	2	Provide as-needed support for webinar including setup, troubleshooting, facilitating Q&A, etc.
On-Demand Landing Page	2	Upload webinar recording and update landing page copy to make webinar available on-demand after the live event.
Upload Slide Deck to SlideShare	1	Upload to SlideShare to make content discoverable and embed in follow-up blog post.
Thank You Email to Attendees	2	Write and send a follow-up email to attendees with webinar recording and related resources.
Thank You Email to Non-Attendees	2	Write and send a follow-up email to non-attendees, encouraging them to watch the webinar on-demand.
Follow-Up Blog Post + Upload	4	Draft and publish a blog post based on webinar takeaways. For example, a recap answers to top questions asked by attendees. Embed the SlideShare deck in the post.
Whitepaper + Fact Sheet	58	
Whitepaper	35	Go deeper on a related vertical market topic with a technical whitepaper. Points include research, writing (est. 2,000 words) and optimization. Does not include design.

	POINTS	DESCRIPTION
Fact sheet	8	Create shortened version (500 - 1,000 words) of the whitepaper as a downloadable fact sheet for readers that just want the highlights. The fact sheet can be used in sales process, as a website download or as part of the lead nurturing email workflow.
Landing Page	3	Draft and publish landing page for whitepaper and/or fact sheet download.
Lead Nurturing	6	Write and automate 3-part email workflow to nurture leads that download content.
Social Shares	2	Draft and publish 10 - 15 posts to promote content on Facebook, Twitter, LinkedIn.
Image Social Shares	2	Design 3 images with quotes/excerpts from the ebook/case study/whitepaper for social media shares.
Visual Blog CTA	2	Create a call-to-action button in varying sizes to use on blog posts and throughout website.
Infographic	7	
Infographic	3	Turn the long-form content into a digestible—and highly shareable—infographic. Estimated points for copy; does not include design.
Infographic Blog Post + Upload	4	Draft and publish blog post to promote infographic to owned audiences.
Blogging	16	
Blog post (x4)	12	Write (200 - 600 words) and optimize 4 blog posts related to the vertical market content.
Post Uploading (4 posts)	4	Upload blog posts to CMS with images.
By-Lined Articles	9	
Guest post (x3)	9	Publish related articles as guest columns on target blogs or in vertical market publications.
Media & Influencer Relations	28	
Media Database	8	Use PR 20/20's Agility license to identify target publications in vertical market.
Media Outreach	12	Create and send custom media pitches. Estimated 6 outlets at 2 points/outlet. Includes follow-up call.
Social Influencer Outreach	8	Use PR 20/20's BuzzSumo account to identify top 15 Twitter influencers in vertical, and engage them with content and present them opportunities to feature their expertise in articles, webinars, etc.
Email Marketing	14	
Segment Contact Database	2	Segment contact database to leads and customers in the target vertical. (1 point/each)
3-Part Email Outreach to Leads	6	Write and automate 3-part email workflow. Use long-form content assets to re-engage dormant MQLs, nurture to SQLs.
3-Part Email Outreach to Customers	6	Share a customer success story with targeted customers. Write and automate 3-part email workflow.
Social Advertising	24	
Facebook Sponsored Posts	5	Setup and manage Facebook sponsored posts to promote content. Note: Would require additional paid advertising spend.
Twitter Promoted Tweets	5	Setup and manage Twitter promoted tweets to promote content. Note: Would require additional paid advertising spend.
LinkedIn Sponsored Updates	5	Setup and manage LinkedIn sponsored updates to promote content. Note: Would require additional paid advertising spend.
SlideShare Presentation + Upload	4	Break up ebook into short deck recapping highlights (3 points) and upload to SlideShare (1 point).
Employee Social Sharing Contest	5	Create and coordinate a social-sharing contest among employees to encourage them to share the report on their personal LinkedIn and Twitter accounts.
Total Points	300	



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