



Public Relations Proposal

Prepared By :
NATIONAL STRATEGIES PR

Prepared For :
Nelson Law Group



Table of Contents

ABOUT OUR AGENCY	03
WHAT TO EXPECT	04
OUR AGENCY EXPERIENCE	05
YOUR TEAM	07
SOCIAL MEDIA PROGRAM	09
DELIVERABLES SCHEDULE	12
PROPOSED BUDGET	17
TESTIMONIALS	18
CONTACT US	25

national strategies public relations
 Corporate Officer: Jennifer Vickery, Founder / CEO
 Federal Employer Identification (FEID): 45-4055388
 3030 North Rocky Point Drive West, Suite 150
 Tampa, FL 33607



About Our Agency

THE NSPR STORY

national strategies public relations (NSPR) is a full-service public relations and marketing agency with national capabilities.

Our agency is committed to working with clients who prioritize making a positive impact on their employees, customers, and communities. We are dedicated to supporting those who strive to do good.



JENNIFER VICKERY

Founder & CEO

@vickeryjennifer



ELIZABETH DOMENECH

VP of Public Relations

@elizabethdomenech



What to Expect

DEDICATION

01

We are a medium-sized agency that never fails to deliver impressive results. Our clients quickly realize that we are not just another vendor but a valuable extension of their team. We pride ourselves on being detail-oriented and providing warm, personalized service to every client. Working with us is not just a pleasant experience but a game-changing decision that leads to exceptional outcomes.



PROFESSIONALISM

02

We offer much more than just a friendly face. Expect top-notch professional reporting, real-time communication, measurable achievements, milestones reached, and trackable results, all while ensuring an exceptional experience. We are always on-call, highly professional, cutting-edge, and possess extensive education and experience. Our long-term clients can attest to the exceptional quality of our work and the enjoyable experience we provide.

Our work is not a task but a passion we pursue with utmost dedication. We develop personal partnerships with our clients, who share our values and beliefs and take immense pride in our efforts.



PURPOSE DRIVEN PUBLIC RELATIONS DELIVERS



JENNIFER VICKERY

Founder & CEO nspr



Our Agency Experience



EXPERIENCE

NSPR's team boasts a whopping 90 years of combined experience in public relations, rendering unparalleled support to clients across industries, including nonprofit, healthcare, real state, financial, hospitality, technology, government, and more.

Our team members are instrumental in spearheading media relations for clients at local, regional, and national levels. This has helped NSPR develop robust connections with influential media personalities and gain a profound understanding of the ever-evolving media landscape.



SERVICES

NSPR offers a myriad of public relations and marketing services, including:

Strategic planning • Media relations • Community outreach • Social media management • Crisis communication • Award nominations • Promotional collateral development • Event planning



Your Team



JENNIFER VICKERY, FOUNDER & CEO

Jennifer is a seasoned PR professional with 20 years of experience who manages every aspect of a PR campaign. After working with various national clients, she established national strategies public relations to provide clients with quality and integrity. Her clients have been featured in numerous media outlets, including The Wall Street Journal, Fox News, CNN, Sirius XM, CNBC, The Washington Post, MSNBC, to Tampa Bay Times, Orlando Sentinel, The Miami Herald, NPR, and more.

ELIZABETH DOMENECH, VP OF PUBLIC RELATIONS

Elizabeth is an experienced bilingual public relations and communications professional with 20 years of experience. She has managed a broad range of communications and public relations issues for clients in the public, private, and nonprofit sectors. Elizabeth excels in media relations, client relations, and strategic planning, achieving successful placements in publications such as Forbes, CNN, FOX News, TechTarget, Cheddar News, U.S. News Report, Reader's Digest, Healthline, and more.



ASHLEY PONTIUS, DIRECTOR OF PUBLIC RELATIONS

Ashley is a dynamic media and communications specialist with 15+ years of experience in public relations and television news. Having worked as a television news producer for close to a decade, she fully grasps what it's like to be on the other side of a public relations pitch. Ashley has an impressive track record of securing media coverage for her clients in top national publications such as Forbes, USA Today, Newsweek, Reader's Digest, and The Hill. Ashley has worked in various locations across the country, from Texas to Florida.



Your Team



BETHANY RHODES, SR. ACCOUNT EXECUTIVE

Bethany excels in finding unique ways to increase media coverage for her clients. Her superpower is pitching her client's expertise when it matches current events. With 10+ years of experience in news and sports media, she has established valuable connections with journalists and respects their deadlines. She has helped her clients get featured in top publications, including FOXNews.com, Politifact, GOBankingRates.com, Univision, The Fintech Times, and local TV stations across the U.S.

JENNA SOULES, PUBLIC RELATIONS COORDINATOR

Jenna utilizes her expertise and creativity to craft compelling narratives that promote the interests of her clients while highlighting their contributions to society. She has a deep passion for public relations in the nonprofit sector, social media marketing, and crisis communication. Her commitment to building authentic relationships and sharing impactful stories enables her to showcase the successes of organizations through effective storytelling strategies.



While you will have access to many employees at NSPR, your primary team will be comprised of dedicated public relations and marketing professionals, including NSPR's Vice President of Public Relations, a dedicated Account Executive, and a Public Relations Coordinator.



Social Media Program

ACCOUNT MANAGEMENT



SOCIAL MEDIA



REPORTING



Our services guarantee the integration and support of your goals and brand with media successes, community outreach, marketing messaging, branding, and all PR and marketing communication efforts.



Management & Planning



ACCOUNT MANAGEMENT

#01

NSPR will serve as a resourceful, deadline-driven, and results-oriented full-service agency. We strive to deliver high-quality work and keep you informed every step of the way. Our team will provide you with:

- Weekly reports illustrating efforts, progress, and successes
- Bi-weekly meetings for updates and strategic alignment
- Monthly social media plan highlighting social strategies
- Monthly reports with quantified social media reach, impressions, engagement & more

SOCIAL MEDIA PLANNING

#02

NSPR will conduct a social media audit to evaluate the effectiveness of past and current efforts, target audiences, results, and overall goals. Subsequently, our team will develop a Social Media Plan that outlines tactics, goals, and key performance indicators (KPIs) every month.

NSPR will provide guidance for video filming and photography and provide on-site filming and photography for social media.



Content Creation

SOCIAL MEDIA

#03



- Comprehensive social media plan to enhance engagement, gain followers, and connect with the Nelson Law Group target audience online.
- This plan would require a minimum of 20 hours per month to account for graphic design, copywriting, video editing, and platform engagements.
- This plan engages followers and encourages them to follow multiple different platforms to stay informed and connected with the firm.
- Each platform will have tailored content developed.
- See Content Break Down to adapt to platform algorithms which each have their own best practices.
- Additional:
 - Blog writing is a suggested addition, due to the last blog on the NLG's website being from 2021. Video and personal photo content can be filmed in-person or taken during podcast recording sessions.

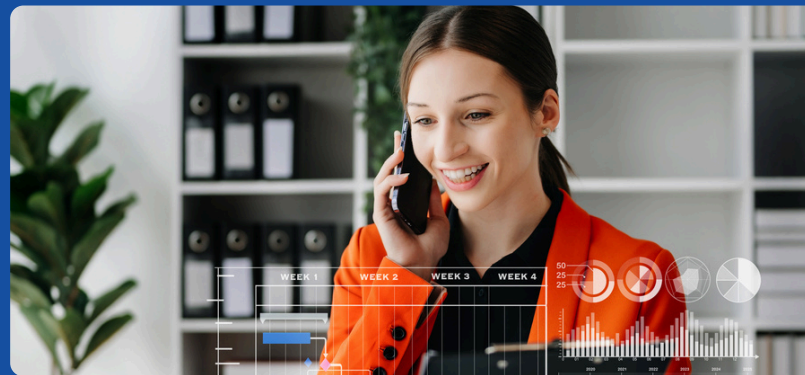


Deliverables Schedule

AVAILABILITY

01

Our team is dedicated to providing account representation that is available 24/7 to meet your needs. We are committed to regularly scheduled meetings, communications, and presentations to ensure that we stay on top of your business needs.



RESPONSIVENESS

02

In addition, our team is always on-call to respond to any reactive PR and marketing needs that may arise. We understand the importance of being available and responsive to our clients, and we take great pride in providing the highest level of service possible. We are always available for scheduled meetings, communications, and presentations, as well as for reactive PR and marketing needs.

The deliverable schedule is a guideline we strive to adhere to; given the nature of business, additional needs, and urgent requests requiring our attention, we will swiftly communicate any deviations to the schedule.



Social Media Strategy

CONTENT

- Focused on telling client stories, giving advice through podcasts, testimonials, meet the team, who we are as a firm.
- Joining in conversations about divorce and families



INSTAGRAM

Strategy

- Option 1: 2 stories per day plus two posts and 1 reel per week
- Option 2: 3 reels per week plus 1 post and 2 stories per day



FACEBOOK

Strategy

- 5-7 Facebook posts per week, mostly graphics and photos with a few video clips



Social Media Strategy

CONTENT

- Blog posts submitted as articles
- Podcast developments related to professionalism
- Thought leadership and industry contributions
- Staff updates
- Awards and nominations



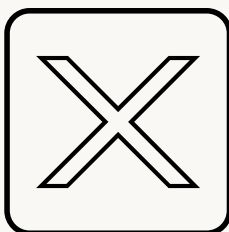
LINKEDIN

Strategy

- 3-5 LinkedIn posts per week on weekdays

CONTENT

- Graphic or text-based posts
- Testimonials about divorce and family law
- Podcast promotions and clips
- FAQs, advice for families and couples
- Blog commentary



X (TWITTER)

Strategy

- 5 Weekday X Posts



Sample Cadence

Platform	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Instagram	1 Story & 1 Post	2 Stories	1 Story & 1 Reel	2 Stories	2 ² Stories	1 Story & 1 Post	2 Stories
Facebook	Post	Post	Video	Post	Post		
X	Tweet	Tweet	Tweet	Video	Tweet		
LinkedIn	Post Blog		Video Post		Post		



Organic Social Media



CONTENT PER WEEK

#01

Each week, original content includes 5 stories, 4 posts, 1-2 videos, and 1 blog article, with each post having multiple versions to fit the messaging for each platform.

BEST PRACTICES

#02

Interactions on all platforms include answering comments, liking, following, and sharing relevant content, as well as monitoring for positive or negative sentiment.



CONTENT FOCUS

#03

The content will focus on families in crisis, family and friends of individuals getting divorced, divorce clients, and couples, among others.

OBSERVANCES

#04

Observances include major holidays, such as discussing 'June is Adopt a Cat Month' and exploring what happens to pets during a divorce. Other examples in June:

- Father's Day
- National Day of Parents



Proposed Budget

Our approach is to deliver top-notch outcomes at a flat monthly rate. Please note that our fees do not cover expenses such as newswire release distributions, media clippings, printing, postage, purchases of images, email campaign software, etc. We appreciate the opportunity to present our proposal to you, and we guarantee the pricing for the next 30 days.

Nelson Law Group	Monthly Cost
Social Media Program	\$5,000

If you have any questions, please contact us at (813) 865-3093. We are thrilled at the prospect of working with you and committed to establishing a long-term partnership.



Testimonials

PURPOSE

01

At NSPR, we highly value our clients and their opinions. Our testimonials are powerful endorsements that validate our exceptional service and extensive experience. These are real-life experiences and positive feedback from our satisfied clients. These are authentic experiences and positive feedback from our satisfied clients, which speak volumes about the quality of our work.



VALIDATION

02

Our agency takes great pride in the consistent validation we receive from our clients, which serves as a testament to the exceptional standards, performance, and quality we provide. Our commitment to delivering the very best service is reflected in the unwavering support we receive from our clients, who trust us to meet their needs and exceed their expectations.

We are dedicated to maintaining our high standards and working tirelessly to ensure that we continue to earn the trust and loyalty of our clients. Our agency is undeniably validated by our clients, which serves as a testament to our unwavering standards, exceptional performance, and uncompromising quality.



FROM OUR CLIENTS

"If you are looking for a strong, highly capable team to help you expand your print, broadcast or media presence, NSPR will do the job for you. We have worked with other firms in the past but have never had as positive of an experience as we have had with Jennifer and her team. Our goal is to become our community's early learning subject matter experts, and with the help of NSPR, we have made significant progress towards this goal.

Their team is a pleasure to work with - always responsive, reliable, and dedicated to delivering outstanding service. They take the time to understand our organization's goals, values, and target audience so they can fully develop meaningful messages. This approach ensures that we are always on the same page and working toward common objectives."



SUSAN GAGE

Executive Director, Early Learning
Coalition of Northwest Florida



A complete letter of recommendation is available.



FROM OUR CLIENTS

“Achieva Credit Union has had the pleasure of working with NSPR for the past six years. I can attest to the exceptional quality of service and professionalism demonstrated by the team at National Strategy Public Relations.

One of the most impressive aspects of working with NSPR is their extensive network of media contacts. Their established relationships and industry expertise have been instrumental in securing meaningful media coverage for Achieva Credit Union. From press releases to media pitches, they have effectively amplified our brand's presence in the media landscape.”



DAVID OAK

CMO, Achieva Credit Union



A complete letter of recommendation is available.



FROM OUR CLIENTS

"I had the pleasure of working with the National Strategies Public Relations team during my time with Orangetheory Fitness. Jennifer and her team consistently delivered on our media and community outreach objectives. Their ideas were unique, creative, and FUN while staying true to the brand. Her ability to put the brand through the lens of current trends is unmatched and helped us drive significant media coverage in our target markets. If you are looking for a team that is creative, hard-working, and relentless in the pursuit of your goals, I highly recommend Jennifer and the amazing team at NSPR."



KATE KLEIN

Regional Marketing Director,
Orangetheory Fitness Afterburn



A complete letter of recommendation is available.



FROM OUR CLIENTS

"We started with the Tampa and West Coast of Florida region and you and your team hit the ground running. Several of your efforts for our franchise group led to being picked up by our Corp. franchisor and was picked up nationally.

At that same time, we were looking to make a change with our Houston PR agency as we had been with them for about 8 years, and it was time for a change. I have to admit I was a bit skeptical about using a Tampa firm to tackle the fourth-largest DMA in the country, but you and your team quickly proved me wrong."



JIM POTESA

CEO, Orangetheory Fitness
Afterburn



A complete letter of recommendation is available.



FROM OUR CLIENTS

"I am very pleased to recommend NSPR to anyone seeking expertise and support for public relations work. We had no prior experience using a PR firm and weren't sure our current level of community involvement warranted help. Not only have they shown us it was worthy of publicity, but they provided us with opportunities outside of that work to contribute newsworthy information to local and national media outlets.

The NSPR team is outstanding and keeps us on our toes, providing frequent opportunities to have ITCU in the news and the public's eye. They have been great at giving us tips on what topics are of interest to consumers and the list is long and deep! We never imagined there could be so many opportunities to share the good work our staff is doing and the knowledge we collectively have that can be helpful to interested viewers and readers."



TIM MCCOY

SVP, Marketing/e-Commerce
InTouch Credit Union



A complete letter of recommendation is available.



FROM OUR CLIENTS

"NSPR is truly all about partnership. While many firms are motivated by what they can bill, NSPR puts the relationship first and goes above and beyond what is expected. They always have their eyes open for opportunities for GTE. The team is impressive and brings fresh ideas to our brainstorming and helps round out the discussions.

NSPR's public relations savvy, relationships in the media industry, and integrity combined with the power of an entire team, make NSPR stand out from their competition. I consider it a privilege to work with them and can say that it has made a difference in our business."



MANDY ZUBRICK

SVP, Chief Marketing Officer
GTE Financial



A complete letter of recommendation is available.



Let's Build Something Good Together

PHONE



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EMAIL



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WEBSITE



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ADDRESS



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33607



We are a certified Minority and Women Business Owned company. At NSPR, we support non-profit organizations through our Community Building Blocks program. So far, we have supported organizations like Meals on Wheels, Celebrate Birthdays, Tunnel to Towers, and others.

