

Reach Out in all the Right Ways

New Leaf's mediastarter gives you what you need to build your business

New Leaf's reachout is a aggressive social media and PR program that will launch your new business or compliment your already existing PR program to boost your sales efforts. Our strategically integrated social media, PR and branding services proactively communicate key messages through traditional and new mediums to efficiently drive sales. We provide a 30 intensive program (specified below) with a training/consulting program to sustain your growth or retainer services.

Our partnerships with PRNewswire and other media companies give us the ability to utilize media and public relations instead of other advertising forms to get your message out in a cost-effective manner. Data has shown that when businesses use public relations, they generally see a \$8 return on every \$1 invested vs. about \$1.40 return or every \$1 invested in advertising.

In addition to getting your message, we also provide you the feedback you need through our monitoring and reporting services. Our complete approach lets you know if your message is resonating with your customers and the media immediately

What makes you credible?

Electronic Press Kit - New Leaf holds an unique advantage in the crafting of your press kit as our in-house branding team brings a fresh perspective to the key elements you want to communicate. We provide messaging that is geared for the media and tells a compelling story that inspires your audience to take action.

- I. Fact sheet – the who, what, why, and where
- II. Product sheet – product descriptions and photos
- III. Bios and credentials – summary of management bios and advisors
- IV. Press release/feature article– we write about what readers want to know and why should they care

Simple, honest communications for the purpose of providing newsworthy consumer information is the best way to promote your business. People listen to recommendations from unbiased third party media as well as the growing influence of social media.

“Exposure without the right messaging is pointless. We leverage the diversity and depth of our branding expertise and creative thinking to give your message the greatest impact.”



What makes you visible?

New Leaf uses the latest media technologies and services to help get your company's message in front of all your important audiences including journalists, bloggers, investors and potential customers.

I. US1 wire distribution is the most comprehensive and efficient outreach to the press.

With our distribution, your message will reach:

- More than 4,200 newsrooms and over 600,000 journalists, putting your small business news on the desks of the appropriate reporters.
- More than 5,000 websites, search engines and online databases such as Yahoo!, MSN and etc.
- Related trade publications across the nation
- PRNJ (PRNewswire for Journalists) - Through a team of dedicated media relations specialists PR Newswire for Journalists is a media-only site where more than 70,000 credentialed journalists go to get their news and information
- Journalists looking for expert testimony when working on deadline

See attached Distribuion List for a complete list of distribution points from national, regional, and local headlines to industry trades and electronic/web news outlets other state, local, specialty markets, international, and feature news distribution).

II. Custom email lists to supplement your wire distribution to target journalists directly. Up to 6 relevant category lists can be created, based upon your targeting preferences.

III. Profnet is a tool designed for the media to easily illicit articles and press releases for upcoming stories that they want to write. It is the premier place where organizations and experts connect with editorial inquires. We provide you relevant story requests from these editors.

IV. E-zine distribution reaches the thousands of online newsletters looking for your content. We can distribute your feature article to these online newsletter to bring you more exposure to your business and traffic to your website while educating prospective clients on your newsworthy topic.

V. Media relations training on how to follow up and develop relations with the media directly. In addition, one month of weekly coaching calls.

VI. Social media guide - New Leaf's social media training will educate you on the latest trends in this space and walk you through the steps to getting you connected to the key social groups that care about what your business has to offer.

“News releases are great tools to help you promote your business and drive traffic to your website. Our media services can help you get the word about your business in the most effective and credible way.”



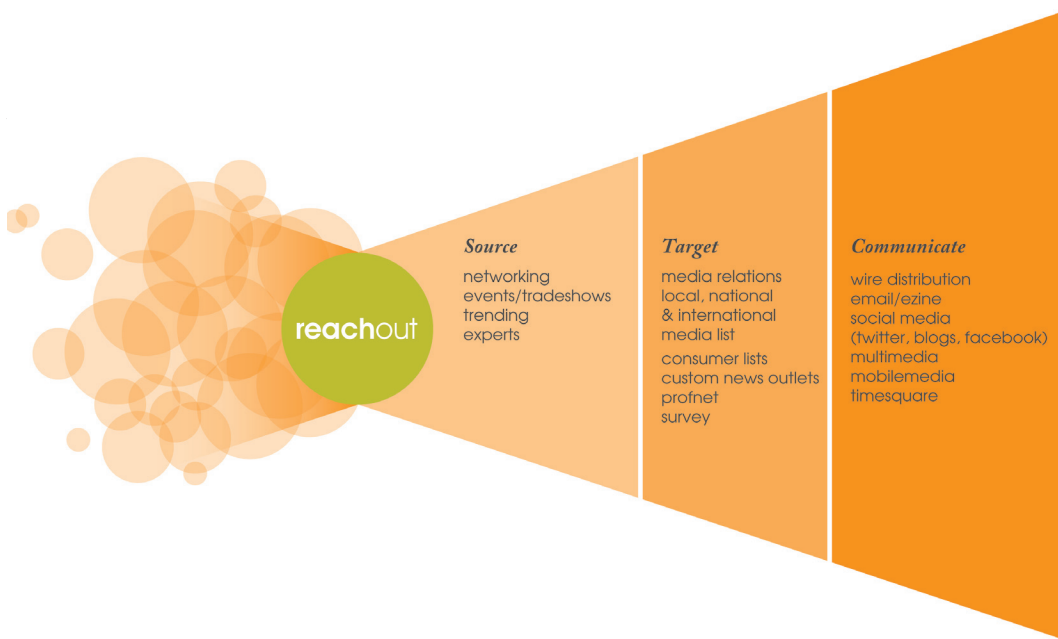
How do you know what the world is thinking and saying about you?

VII. Measurement tools let you know if your message is resonating with your customers and media.

- Media impact report - data on how many journalists viewed and utilized your release.
- 30 days clipping service - collection of your clipped articles generated by your press release distribution.
- Key word density analyzer - sees if your press release's key words are maximized for maximum search engine optimization.

Our comprehensive approach from wire distribution and custom media pitching to e-zine distribution and social media maximizes your potential to your target audience through traditional and new media and public relations.

reachout process



“Our comprehensive approach from wire distribution and targeted media pitching to social and emerging media maximizes your potential to your target audience through traditional and new media and pr.”

About New Leaf Creative Strategies

New Leaf Creative Strategies offers branding, media, and public relations services to help our clients create brands that their customers are excited about supporting. We specialize in developing strategic design and delivering simple, honest messaging to provide our clients the visibility and credibility they need to efficiently grow their business.

