

**Hudson Valley Public Relations**31 Mountain LaneBeacon, NY 12508

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# **Services Summary**

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**HVPR….2
Area of Expertise….2
Social Tactics….3
 4-Step Cycle….3
 Facebook….4
 Twitter….4
 YouTube….5
 LinkedIn….5

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**Hudson Valley Public Relations**

Hudson Valley Public Relations specializes in content marketing campaigns. With extensive¸ in-depth knowledge in advertising, marketing and public relations, we cover a multitude of marketing techniques and strategies to specifically integrate your marketing campaign to your business goals. Our approach to content creation is unique to each channel and our posts and engagement are specific to the context of the conversations within each platform.

We believe in optimizing connections and building relationships. The brand must have a connection and engage in a conversation with its stakeholders to build brand loyalty, drive sales and strengthen customer retention. Connections with media experts and the press allows us to reach the utmost potential for our campaigns. We believe in going the extra mile for our clients.

**Areas of Expertise**

Our team at Hudson Valley Public Relations can efficiently deliver what your company needs to be a cutting-edge, influential powerhouse. Our skills and knowledge cover, but are **not limited** **to**, these areas:

* Advertising > Integrated Media Marketing
* Blogging > Market Research
* Brand Building > Media Relations
* Competitive Analysis > Media Strategy and Planning
* Content Creation > Optimization
* Content Curation > Press Releases
* Content Marketing > Public Relations
* Copywriting > Publicity
* Cross Promotion Campaigns > Reputation Management
* Engagement Tactics > Search Engine Marketing
* Events Marketing > Search Engine Optimization
* Growth Hacking > Social Media Marketing
* HyperMarketing > Web Design & Development

A portfolio of our work can be viewed at <http://hudsonvalleypublicrelations.com/portfolio/>

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**Social Media Engagement Tactics**

Lead generation and cost-effective campaigns are a result of excellent segmentation. The goal is to be an influencer in your field and work with other Influencers, also known as thought leaders. Influencers are leading authorities in the industry who endorse your messages and share your values. Then we leverage our connections to bring explosive growth to your brand through our 4-step cycle:

**Identify > Engage > Amplify > Convert**

* IDENTIFY trending topics and write meaningful material that speaks to your audience. Right Person > Right Message > Right Time > Right Channel. Deliver your content to the right people within the context of the conversation.
* ENGAGE in conversations, answer questions, and solve problems. Social media is about being original, interesting, and authentic. Stay relevant to your company values. Maintain the credibility of your message. No BS. Optimize connections.

* AMPLIFY the authority of your brand. Look for ripples in your posts (substantial engagement). Use your posts to cross-promote all your platforms: Facebook, Twitter, LinkedIn, YouTube, Pinterest, etc.
* CONVERT targets into customers, clients and consumers. Build relationships. Place effective call-to-actions where they can drive the most subscribers/followers. Make your competitive advantage clear and demonstrate content so good that they will choose to read you over any competitor, every time.

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Specific Strategies for Social Media Platforms (we are not limited to these platforms):

**Facebook**

* Facebook has algorithms that optimize the content and pages you like.
* Geo-Targeting – Identify/like/follow the cities that comprise your target market. Consider a roll out strategy to test effectiveness. Like the sports teams, restaurants, landmarks etc. in each market.
* Identify influencers who have Klout, start with the largest and those who share your values
* Identify the benefits of your brand, like keywords that are of import. Find brands, groups and similar pages that are consistent with your brand.
* Create creative ways to engage followers by empowering them to celebrate your brand.

**Twitter**

* Twitter is an excellent source of lead generation
* We locate and reach influencers/experts in your field. We build relationships with them so they begin to retweet content.
* Stay top of mind. Twitter is a constant feed of information, we post several times a day to ensure our message reaches all the right people at the right times.
* Responsiveness is key, we track any mentions and respond professionally to any tweets when appropriate.
* We stay up-to-date with trending topics to make relevant connections to your brand. This gives your brand real-time exposure and keeps your conversations up-to-the-minute.
* Hold contests for followers to get them to engage and re-tweet content.
* Take advantage of Twitter analytics to identify effective tweets to shape up future tweets.

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**YouTube**

* Use SEO tactics, keywords and links to drive views.
* Insert call-to-actions in YouTube videos through annotations and smart brand placement
* Make good use of trends on YouTube to maximize the amount viewers per video
* High quality videos
* Expand presence by commenting on relevant videos.

**LinkedIn**

* Build brand credibility with meaningful content to get your brand noticed.
* Build your connections/followers by targeting the content towards your target market
* Keep your company profile updated with any projects or accomplishments
* Answer relevant questions on LinkedIn answers. Use these questions to come up with more content relative to your company’s theme.

For more information about Hudson Valley Public Relations, visit our website at HudsonValleyPublicRelations.com. Also, feel free to check out our tweets, posts and blogs on LinkedIn, Facebook (Hudson Valley Public Relations) and Twitter account: @AndrewCiccone.

We hope we can work with you to help you achieve your goals.



Sincerely,



Andrew Ciccone, Daniel Agudelo,
President Content Marketing Manager