

# BPX Digital 4000

By BridgePact



## Media Plan

## **TODAY'S BUSINESS CHALLENGE:**

### **Finding Media Placement Opportunities for Your Business**

Every business has potential news-worthy stories to tell. There are all forms of media who are hungry for stories that educate or entertain their audiences on a daily basis. There are print options like blogs and articles or news magazines. Television and radio spots are always looking for new and interesting stories to cover. Podcasts are increasing in popularity but how do you get on one and how does it all work? And what about speaking opportunities?

But who has time to keep contacting all the people who decide what gets covered, by who and when? Does your company provide a product or service that more people need to know about? Do you have certain target markets that have specific ways that your products or services are used?

Producers from every media source can be difficult to get in touch. In fact, it can take valuable time away from running your business every month to try to keep your business details in front of producers for any potential story ideas.

### **WHY BRIDGEPACT?**

Our number one priority is understanding your business.

BridgePact delivers a dedicated team approach of client-focused business advisors, technology industry experts, project fulfillment solutions and best practices, all under one roof. Increase your revenues and lower your expenses – with no long-term contracts.

To effectively deploy today's rapidly changing technology and to address the real threat of digital chaos, we have built the BPX Digital 4000. Our cloud-based automated platforms provide state-of-the-art digital AI integrated solutions for your business. Get a powerful competitive edge. Partnered with dedicated professional teams to support your business goals and objectives, we can adapt quickly and cost-effectively to change.

BridgePact is your one-stop technology strategic partner. Through the BPX Digital 4000, we eliminate your high costs of hiring and managing individual and expensive tech employees or multiple outside vendors. Our knowledgeable teams and project management staff takes care of all your digital needs from start to finish so that you can stay focused on your business.

### **THE BRIDGEPACT SOLUTION: Monthly Media Plan for Your Business**

The BPX Digital 4000 platform makes it easy and cost effective to create and work a media plan for your business. Through our extensive media contacts, our media specialists are on the lookout for opportunities to promote your business.

Once you have completed the Media Set-Up & Integration service with BridgePact, our media specialists get to work on your media plan. Some opportunities may take a while to develop while others may happen sooner. With so many media outlets to choose from, your media events can be captured and promoted on your website, as well as your social media platforms like Facebook and LinkedIn.

## **Package Deliverables:**

- Incorporation of your media plan editorial calendar content that was established during your Media Set-Up & Integration service
- Up to five hours per month of work (total) on your media plan by BridgePact's media specialists
- Coordination of media opportunities with you and your company
- Ongoing pitches to media contacts about potential story angles
- Support documentation provided to producers like head shots, company information, other back story data like blog samples or industry statistics
- Ability to respond quickly to potential opportunities (newsworthy)
- Monthly reports with updates on contacts made and one 30-minute client consultation to discuss results and plan for upcoming opportunities

## **IMPACT ON YOUR BUSINESS**

Take all the stress of creating and managing your potential media opportunities. When you have an ongoing relationship with the media, they will keep you and your company top of mind when potential placement options come up.

Keep your BridgePact media team of specialists deployed on a monthly basis and let us do all the leg work. Media outlets are all looking for new and fresh story ideas. With BridgePact as your strategic partner, we'll continue to look for opportunities to get a wide variety of publicity for your company.

## **RECURRING STATUS**

Please note that this service qualifies as a monthly subscription service that automatically bills each month. Our automated billing system will notify you with an updated email each month which allows you to monitor your account. You may cancel this service at any time. Please note that all recurring services require a 30-day written notice.