



MC COLLABORATION GROUP
real pr real result powered by pr machine



Enter to
experience
a **step-by-step**
view of the
PR Machine
Hybrid PR™
process...

STEP 1 Create Angle

- Brainstorm
- Research
- **PR Strategy Session Call**
 - ✓ Confirm/establish focus and angle
 - ✓ Discuss any business developments, new products, offers, announcements, events
 - ✓ Reverts to email strategy if call is missed by client

STEP 2 Write Press Release

- Keyword Research
- Write press release draft
- **Client approval**
 - ✓ Single revision
 - ✓ Auto-release option

STEP 3 Release PR on the Newswire

- PR Web \$199 wire fee included in service
- 4,000+ media deliveries
- Typically 100+ news pickups
- Link provided upon release
- Full release report provided after 7-10 days
- SEO

STEP 4 Write Publication- Ready Article

- Industry/topic-focused article
- Pitched to media as idea for inclusion in publication
- Suggestion: Should also be used for blog content
- Bylined article – YOU are indicated as the author
 - ✓ **Client Approval/Input**

STEP 5 Phone & Email Media Pitch

- Create media list - target 5 specific contacts per month
 - ✓ National or local media (magazines, newspapers, TV, radio, blogs, etc.)
 - ✓ Editorial opportunities
- Pitch 1 - Custom pitch via phone and/or email
- Pitch Follow-up – phone and email
- **Coordinate interviews and placements**



STEP 6
Write Bonus
Press
Release

- Same angle as that same month's press release
- New keyword
- Optimized for high search engine ranking on a second keyword

STEP 7
Release
Bonus PR on
the Newswire

- Different Newswire service – up to \$79 value; included in service.
- Link provided upon release
- SEO

STEP 8
Publish
Featured Article
in BIC Mag

- Publication-ready article gets published to Best in Class Magazine (News site controlled by PR Machine), unless previously committed to exclusivity per media outlet's request.
- Link provided in PR report.

STEP 9
SEO Press
Releases &
Featured
Articles

- SEO Process for each page for 90 days
- > 1,000 backlinks generated to each page
- Diverse and well-timed backlinking process
- Boosted with social signals (tweets, posts, +1s)

STEP 10
PR Activity
Report

- Lists and provides access to released press releases and featured articles
- Highlights search engine ranking results
- Lists media contacts directly pitched on current angle/month

