



Voilà IP

Public Relations Proposal For Voilà IP

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Voilà IP

PARKER : HAYDEN
advertising + design



PUBLIC RELATIONS PROPOSAL

Contents	INTRODUCTION	1
	TARGETS	2
	STRATEGIES, TOOLS AND TACTICS	3
	ADDITIONAL TACTICS	5
	CONCLUSION	11



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INTRODUCTION

Parker:Hayden's proposal for strategic public relations and communications services will support the following objectives:

- Introduce and position Voilà IP as an innovative provider of VoIP products and services among the target audience that offers the most value in the industry—more than the services provided by traditional phone companies.
- Position Voilà as a consumer advocate of the value and dependability that Voilà IP's VoIP services provide.
- Educate target audiences about the value of Voilà IP's products and services.
- Obtain visibility in business and trade press to position Voilà IP as a leader on VoIP products, services and technology.
- Establish and strengthen relationships with key partners to increase credibility of Voilà IP leadership in the market.
- Enable face-to-face interaction with key customers, analysts and media at targeted tradeshows and conferences.
- Leverage the relationship between public relations and Web marketing to maximize Voilà IP's exposure in organic search engines.

This customized plan for Voilà IP, offers a broad overview of the public relations strategies and tools to be employed by Parker:Hayden to support Voilà IP's goals.

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TARGETS

Through this proactive campaign, we can expose Voilà IP to its target audience. Among the general audiences with which we will communicate are:

- Small businesses (less than 20 employees)
- Residential customers
- Industry associations
- Media
- Industry analysts



STRATEGIES, TOOLS AND TACTICS

Parker:Hayden will achieve Voilà IP's objectives by employing the following public relations strategies, tools and tactics:

- Parker:Hayden will craft an overarching strategy and differentiating messages to be filtered throughout Voilà IP communications and operations.
- Parker:Hayden will create a targeted communications campaign to educate the target audience, building or enhancing a positive perception about VoIP products and services, using new/enhanced key messages.
- Parker:Hayden will review, prioritize and adjust as needed the target media lists for Voilà IP, including general and business media and appropriate trade press. Parker:Hayden also will include Internet media channels as potential mediums for Voilà IP promotion.
- Parker:Hayden will work with Voilà IP staff to enhance current relationships with members of the media and industry analysts and to develop new relationships where needed.



STRATEGIES, TOOLS AND TACTICS

continued

- It is critical that Voilà IP has a defined communications strategy and compelling, differentiated key messages. Parker:Hayden will facilitate brainstorming sessions for key Voilà IP personnel and appropriate executives to develop key messages that will be reflected in media communications – background conversations with and pitches to reporters, news releases and interviews. These message points should be used in all Voilà IP communications and operations as well as in elevator speeches, presentations, etc.
- Additionally, community activities frequently are conducted with partners. Parker:Hayden will help leverage Voilà IP successes, using joint communications with members, their stakeholders and other partners to increase the credibility of Voilà IP and to obtain visibility for the company.



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ADDITIONAL TACTICS

MEDIA KITS

Parker:Hayden will develop or enhance media kits, tailored to Voilà IP for use with targeted media outlets. These media kits will contain important background information about Voilà IP and its initiatives including fact sheets, news releases, key personnel biographies, testimonials and other significant materials.

EDITORIAL CALENDARS

Based on the media lists, Parker:Hayden will research and compile editorial calendars to identify bylined article opportunities as well as brainstorm with editors and journalists about other related articles and issues that the publications will be addressing and for which Voilà IP representatives may be able to serve as interview resources.

PROACTIVE MONITORING FOR “BREAKING” EDITORIAL OPPORTUNITIES

Parker:Hayden will keep watch for hot topics and trends that may lend themselves to comment from Voilà IP representatives. These opportunities range from current events and legislation, to breaking news and items that might benefit from unique perspective. We also subscribe to an online query services through which journalists seek sources for general and specific stories when they are in need of interview subjects. These efforts can help to position Voilà IP representatives as responsive and insightful experts who are in tune with their targets’ interests.



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ADDITIONAL TACTICS

continued

SOURCE LETTERS

To introduce Voilà IP experts to “beat” reporters, we will develop source letters highlighting the various individuals and their respective areas of expertise. As we follow up with the individual reporters, we will suggest that as articles within the Voilà IP areas of expertise are written, its representatives be contacted for comment. This contact often begins the process of educating the media and building the key relationships that will serve as the foundation for ongoing media coverage.

MEDIA PITCHES

To further increase Voilà IP’s exposure, Parker:Hayden will develop story ideas to pitch to the media. A significant proportion of the articles that appear in newspapers, magazines and other publications are generated through public relations – and often they are the result of a pitch. Pitch letters suggest a story idea to a publication’s editorial staff or can be ghost written for a Voilà IP leader’s byline.

For example, the pitch may solicit a profile or VoIP video-specific story for which interviews with Voilà IP representatives and local small business owners or consumers may be appropriate. In some instances, an industry trend may be the basis for the pitch and the journalist may wish to speak with a Voilà IP representative as well as others in the field.



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ADDITIONAL TACTICS

continued

MEDIA MEETINGS

As with referral-based marketing, relationships are a key component to securing solid media opportunities for Voilà IP. To ensure success on this front, Parker:Hayden will identify opportunities to connect targeted Voilà IP representatives with key reporters. Such meetings represent an opportunity for Voilà IP representatives to learn about the types of issues and stories of interest to journalists and to present themselves as valuable resources for future stories.

In advance of such meetings, we will provide Voilà IP representatives with copies of past articles written by the journalists to help them become familiar with past content and writing style.

MEDIA INTERVIEW PREP/TRAINING

It is essential that designated Voilà IP spokespersons effectively communicate with journalists and feel comfortable during interviews. To ensure this, Parker:Hayden will conduct basic media preparation and messaging with Voilà IP representatives prior to interviews.

Parker:Hayden also can arrange, (at an extra cost) for comprehensive 1/2-day media training for multiple Voilà IP leaders who may serve as future spokespeople. This media training will educate your leaders on topics related to working with the media, media messaging, and on-camera presentation.



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ADDITIONAL TACTICS

continued

BYLINED ARTICLES

Bylined articles are an important tool for increasing and maintaining name recognition among the association's targets. Parker:Hayden will review editorial calendars and contact the editor of the targeted publication to pitch article ideas based on Voilà IP management practice areas, expertise, past presentations and speeches and target audiences.

Once an editor has expressed interest in an article idea, Parker:Hayden will work with the relevant Voilà IP representatives to focus the content and fine tune the piece to the publication's guidelines and the interests of its readers.

Voilà IP PRESS RELEASES

Parker:Hayden will communicate breaking news concerning the company to targeted media outlets via press releases. This might include announcements regarding new products, new hires, receipt of an award or honor, etc. Though a majority of announcements of news appears in publications' personnel sections, these columns are widely read and any mention of the firm further increases name recognition. On occasion, these materials can be carefully developed to encourage larger feature articles.



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ADDITIONAL TACTICS

continued

MEDIA AND ANALYST TOURS

Bringing media representatives and industry analysts together with Voilà IP over the phone, at trade shows or industry events is one of the most powerful ways to introduce them to the Voilà IP 's products and people. Parker:Hayden will spearhead the inviting of targeted reporters to visit the various Voilà IP events and help facilitate those tours with specified officials.

EXPANDED ONLINE NEWSROOM

The majority of reporters begin their research on a company or organization by visiting its Web site. Voilà IP should expand its online newsroom to include story ideas and associated subject matter experts, downloadable images of leaders and products, community relations stories, fact sheets on the VoIP market, etc.

SPEAKERS BUREAU

Companies looking to establish leadership in an industry benefit from winning speaking slots at key industry conferences and events. Parker:Hayden will identify the key conferences and events and determine which Voilà IP representatives are appropriate to speak at those, depending on areas of expertise. Parker:Hayden will monitor the application schedules and process and work with Voilà IP to submit proposals.



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ADDITIONAL TACTICS

continued

WHITE PAPERS

It is important to have documentation about key technologies in which Voilà IP excels. White papers are an excellent way to develop a source library for customers, media, analysts and investors. Parker:Hayden will develop a strategy for white paper development and execute that strategy.

CASE STUDIES

Companies looking to establish leadership in an industry benefit from winning speaking slots at key industry conferences and events. Parker:Hayden will identify the key conferences and events and determine which Voilà IP representatives are appropriate to speak at those, depending on areas of expertise. Parker:Hayden will monitor the application schedules and process and work with Voilà IP to submit proposals.



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CONCLUSION

ParkerHayden has been with Voila IP since the very beginning and no other firm has the integrated communications expertise from marketing strategy, branding to public relations to advertising and web. We can hit the ground running in this fast-paced, rapidly growing industry and help introduce Voila to a new audience. We see Voila as a consumer and small-business advocate for cheaper, more robust and dependable phone service and we're ready to give you a voice.

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