

Simplicity Financial Marketing | Market Place Information

May 17, 2018

Product Description

Newsability Program | Be Your Local Media Financial Expert

You are a financial expert and can be the recognized expert in your local media. The program provides the advisor with news interviews across TV, radio, print and online news media. Media that is “earned”, not paid for.

Effective earned media involves you being interviewed by a journalist for the purpose of educating the public, positioning you as "the expert"! According to Nielsen, 92% of consumers say they trust earned media, while only half trust paid ads. Build trust and authority with your clients and prospects.

Services | Launch:

- + **Message Session** | It begins with your message. Our process starts with a meeting to clearly understand your story, target audience, specialty areas and ideal outcomes.
- + **Message Map** | The Message Map is the strategic foundation. It identifies your Key Messages and turns them into sound bites to define a consistent message.
- + **Media Magic** | Your media team will teach you the tricks of mastering the media via our exclusive interactive presentation based on our deep news experience.
- + **Market Exclusivity** | our only financial client in the market.

Monthly Service:

- + Media Interviews | expectation: at least one per month
- + Interview Content and Talking Points | The key to securing real news is identifying the type of content media is looking for and ensuring the Simplicity agent has regular media coverage.
- + Monthly Check-in Calls
- + Interview Coaching | Prior to each interview, Media Minefield will coach the advisor and give them necessary information for the interview. After the interview, your media coach will provide feedback so the next interview is even better.
- + Video Links | After each interview, your media coach will send you a link to the appearance (video when available or publication) and language consistent with your Message Map for your website and social media channels.
- + Publicity Value Reporting

Pricing Breakdown

Newsability Program | Be Your Local Media Financial Expert Launch

\$3,000 (\$3,500 less \$500 discount for Simplicity agents) | one-time fee | includes Message Session, Message Map, Media Magic Training & Market Exclusivity

Monthly Retainer

\$2,000 | per month | per market | 4-month minimum commitment

Service Guarantee

Client will receive two interviews in their first 120 days or Media Minefield will keep working for free until two interviews are booked.