

# JUST **P.R.O.P.** IT UP!

## **Public Relations Occupancy Program (PROP)** *Increase your sales leads and reputation in the wake of COVID-19*

### **In Every Package**

One original feature story and accompanying visual suggestions

### **Content Choices**

- ➔ IVY distributes and follows up with media outlets
- ➔ 2nd feature story
- ➔ 1 infographic
- ➔ 2 blogs
- ➔ 1 letter to families
- ➔ 8 social media posts
- ➔ Communication to associates
- ➔ Social media strategy
- ➔ Email campaign
- ➔ Media response about COVID-19



### **Package I**

**ONE additional content choice**

\$1,800/month for a period of time ranging from 1 to 6 months

### **Package II**

**Package I, plus IVY's Crisis Communications Best Practices by ResponderHub™ and TWO additional content choices**

\$2,250/month for a period of time ranging from 1 to 6 months

### **Package III**

**Package II, plus THREE additional content choices AND:**

- ➔ Monitoring of reviews
- ➔ Review responses
- ➔ Virtual event consulting (podcasts, webinars)
- ➔ Animated logo and video script
- ➔ Webinar setup

One-time \$750 onboarding fee; can be extended from a period of time ranging from 1 to 12 months for \$3,000/month

### **Custom Package**

For more comprehensive services, please email Debra Sheridan at [dsheridan@ivymarketing.com](mailto:dsheridan@ivymarketing.com) or call directly at 630-267-3900.

**Group purchasing discounts available**