



**Media Value Works**  
— Communicate Globally

# **PR Campaign Packages**

## **SAP MSB Program**

Cloud-based Custom PR Solutions

# Wikipedia has a great PR definition -

- “... The practice of managing the spread of information between an individual or an organization and the public. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, ongoing activities, growth expansion & more....



*PR is not advertising. PR doesn't buy impressions. PR also does not guarantee placements. But the comprehensive coverage PR gets in the media, online, social media, TV and other places, usually has much more credibility than paid endorsements.*

# MediaValueWorks – SAP MSB PR Agency

In a world where news travels at the speed of the Internet and social media can shape reputations in minutes, comprehensive PR across mediums has become imperative.



MediaValueWorks helps generate media coverage by distributing engaging, easy-to-share content with less investment in time, money and resources.



- MediaValueWorks will jointly develop and conceptualize far impacting Media Stories & Press Releases for generating maximum traction.
- To maintain and keep the buzz alive, we recommend usage of Press Releases on an ongoing basis.



## Online News Content

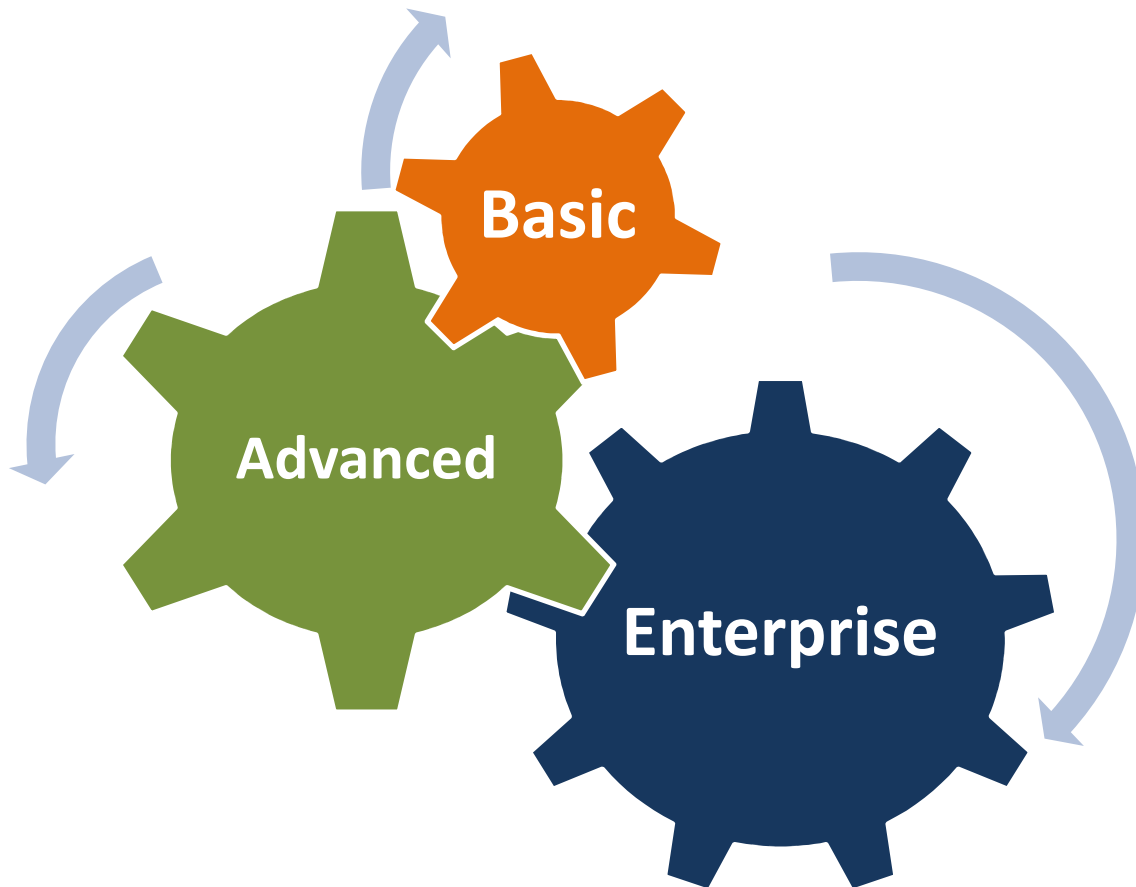


## Distribution Strategies

Press Releases will gain visibility in custom developed vertical-led media outlets, mainstream print newspapers, leading B2B Magazines, noteworthy Trade Journals, Online Mediums, News Websites, Blogs and Social Media Outlets.

## All India Media - PR Packages

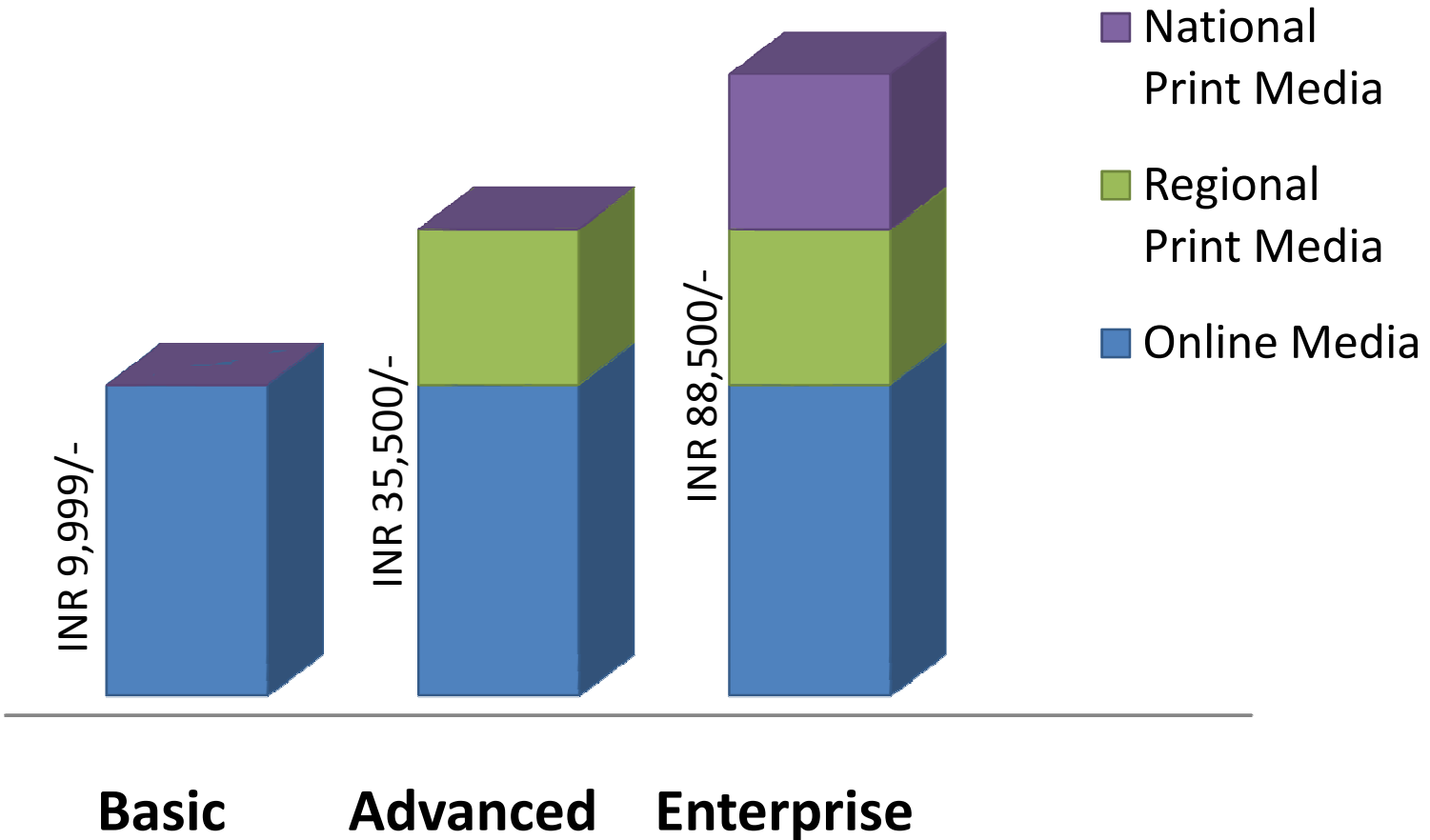
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1. Newspapers
2. Magazines
3. Trade Journals
4. Online Websites
5. Industry Vertical -  
Online
6. News Portals
7. News Agencies
8. Blogs
9. Social Media

**Effective Media Outreach Solutions**

## MediaValueWorks PR Packages – Reach



- Price Per Press Release
- Prices exclusive of taxes

# Sample Online Websites

Media Value Works  
Communicate Globally

techcircle.in

CRM Xchange

EFY Times .com

EXPRESS  
COMPUTER

tvoir.com  
Beyond Boundaries

TechHim

SupportBiz

IIFL  
India Infoline Limited

iT Voice

CRN

MOUSEWORLD NOW  
*One click can change your world*

INDIA  
PRESS RELEASE

CIOL  
MAKING YOUR ADVANTAGE

PCQUEST  
SOLUTIONS YOUR COMPUTER

CXO today.com  
IT Perspective for Decision Makers

INDIA IT news

InformationWeek

TECHGIG.com  
Do More. Do IT.

INDIA'S FRONTLINE IT MAGAZINE  
VAR India  
THE ULTIMATE Voice OF INDIAN VALUE ADDED RESELLERS

SME CHANNELS  
India's first IT magazine for SME business

DATAQUEST



## PR Packages & Features

Sr.No	Features	Basic	Advanced	Enterprise
1	Press Release Drafting	✓	✓	✓
2	Proof Reading	✓	✓	✓
3	Bespoke Media List	✓	✓	✓
4	SEO Optimization	✓	✓	✓
5	Include Attachments	✓	✓	✓
6	Live link on india-press-release.com	✓	✓	✓
7	Distribution to top 100 online editors, journalists, bloggers	✓	✓	✓
8	Distribution to top 100 Trade Publications	X	✓	✓
8	Distribution to top 100 Regional news editors	X	✓	✓
9	Distribution to top 100 National Print Publications	X	X	✓



<b>10</b>	<b>Personalized Media Interaction</b>	X	X	✓
<b>11</b>	Translations in Local Language	X	✓	✓
<b>12</b>	Online Coverage (Approx 15-20)	✓	✓	✓
<b>13</b>	Regional Print Coverage (Approx 1-3)	X	✓	✓
<b>14</b>	National Print Coverage (Approx 1-5)	X	X	✓
<b>15</b>	Interview opportunity in a leading trade publication	X	Not Guaranteed	✓
<b>16</b>	Activity Duration (7 days)	X	✓	✓
<b>17</b>	Coverage Report (Soft Copy)		✓	✓
<b>18</b>	Coverage Report (Hard Copy)	X	✓	✓



Tell us your story!



Your Customer's Process Upgrade

Company's Expansion

Milestone Accomplishment

Event Participation Announcement

Awards and Recognition

Customer Win Stories

Management Restructuring

News Products Launched

Strategic Partnerships

Industry or Leadership Articles



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