

JUST **PROP**. 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 or call directly at 630-267-3900.

Group purchasing discounts available