


Media Reach Packages

	START-UP	SCALE-UP	START-UP LAUNCH
MEDIA OUTREACH			
Press releases x3	✓	✓	✓
Tailored media list	✓	✓	✓
Pre release sell-in and interview opportunity creation	✗	✓	✗
Distribution via Sciad Newswire	✓	✓	✓
Media pitching	✓	✓	✓
Media liaison calls	✓	✓	✓
Media content (follow on content)	✓	✓	✓
SOCIAL MEDIA			
Social sharing	✓	✓	✓
Blog	✗	✓	✗
Social media strategy and SEO	✗	✓	✓
WEBSITE DESIGN AND BUILD			
7 page website	✗	✗	✓
SEO Technical SEO, keyword setup, meta tags	✗	✗	✓
Core on-site optimisation	✗	✗	✓
Content editing	✗	✗	✓
Analytics setup	✗	✗	✓
Offsite link building	✗	✗	✓
Graphic design 2x twitter cards, 1x custom diagram	✗	✗	✓
Logo design 	✗	✗	✓