

SERVICES

STRATEGY

When an organization clearly articulates its strategy, the context for everyone – employees, customers, partners, and the media – becomes clear. This is why creating a comprehensive strategy is the first step we take with our clients. We listen closely to discover who our clients are and what their company goals look like and identify and research their target audiences. Once we've built a foundation of facts, we find the perfect tone and communication mix to reach, engage and persuade clients' target audiences. Our team also provides ongoing strategic support, as it relates to PR efforts.

MEDIA RELATIONS

Media relations was our core service offering when our company was founded 20 years ago, and it remains our greatest strength. In addition to securing media coverage surrounding company announcements such as new product launches, partnerships, events, philanthropic initiatives and overall company growth, our team takes a results-driven approach to securing ongoing, consistent and impactful media coverage for clients. We develop and execute national, regional, local and trade media relations campaigns for B2B and B2C clients.

CONTENT CREATION

Our team of veteran writers create press materials, sales and marketing collateral, and thought leadership content that help clients meet their goals and objectives. The types of content we develop include:

- Press releases and media advisories
- Bylined articles
- Blogs
- Case studies
- Email marketing content
- FAQ documents and sales sheets
- Award nominations
- Speaking proposals
- White papers
- And more

GRAPHIC DESIGN

Design has become its own medium for storytelling, and visuals have become a staple of modern PR. Dittoe PR's design team creates eye-catching content that can be used for sales and marketing collateral (think case studies and sales sheets), shared on social media or used for internal communications purposes.

THOUGHT LEADERSHIP

One does not become known as an expert in their field without sharing their voice on their subject matter. Here at Dittoe PR, we take our clients' best resource – talent – and give them the platforms to share their expertise in interviews, byline articles, award and speaking nominations opportunities, and more.

SOCIAL MEDIA

It's not just enough to have a presence on social media. It's about making that presence on social media count. From creating thoughtful social media strategies to managing day-to-day content, there's one thing our social media campaigns have in common: they generate results. Our social media service opportunities include, but are not limited to, the following:

- Long-term and/or campaign-specific social media strategies
- Daily social media management
- Social media advertising
- And more

INFLUENCER RELATIONS

Similar to celebrity endorsements, our team works with nano-, micro- and/or macro-influencers to identify potential partnerships in order to leverage additional content and coverage opportunities for your brand. From researching and identifying the right influencers for your brand to managing the relationship and executing impactful campaigns and content, our team is well-versed in all things influencers.

CRISIS COMMUNICATIONS

Our approach to crisis communications is to be prepared, proactive and reactive. If you don't already have a plan in place for handling a crisis of any magnitude, it is time to create one. Dittoe PR has the knowledge, systems, tools and track record to steward your crisis communications from strategic planning to execution. We'll work tirelessly to gain control of the messaging, provide honest, relevant information to your audiences, and foster strong relationships going forward.

COMMUNITY RELATIONS

Dittoe PR also goes beyond traditional media relations to help Indianapolis and Central Indiana business grow their visibility by engaging with local businesses, professional and networking groups, chambers, philanthropic organizations and community organizations on behalf of our clients.

BRAND REPUTATION MANAGEMENT

Another place where your company's brand lives online - and one that is often overlooked - is company review sites like Glassdoor and Indeed. Employees and job seekers alike turn to these sites looking for workplace transparency on everything from job listings, company reviews, CEO approval ratings, salary reports, benefits and more. For most companies, it's difficult to achieve a positive Glassdoor or Indeed profile without a plan. This is where Dittoe PR steps in, creating comprehensive plans to increase ratings and improve overall reputation.

MEASUREMENT AND REPORTING

We match our PR measurement to business goals and objectives. Every campaign we plan, every PR tactic we employ and every story we pitch is specifically designed to drive the same Key Performance Indicators (KPIs) our clients use to measure progress toward business objectives. Our team uses various software analytics tools to track metrics such as total media mentions, ad value, website traffic, share of voice amongst key competitors, key message pull through and social media amplification.