

# Integrated Marketing & Public Relations Presentation

X-MEDIA



# About Us

X-Media is an international marketing, public relations, media, and consulting firm specializing in public companies, technology, fintech, corporate, energy, real estate, travel, digital currency and lifestyle clientele.

For 20 years, we have been working with companies in North America to help grow their businesses. At the same time, we assist businesses by expanding their marketing, public relations, and media reach in Latin America, Europe, and Asia.

We provide our clients with an advantageous hands-on local presence and full-service marketing, public relations, and media programs. X-Media is a principal-led company where the service philosophy and quality are paramount. All X-Media campaigns and client relationships are overseen personally by its directors.

# Professional Services & Infrastructure

Since 1997, the partners of X-Media and their team have produced **measurable results exceeding billion dollars in revenue and investments** when combining over the hundreds of companies we have worked with.

Company headquarters are conveniently located in North America, and worldwide virtually. We provide our clients with an advantageous hands-on local presence providing full-service, marketing and public relations programs.

Our company currently employs staff members and additional project-based employees from teams that include inbound marketing, writers, account executives, SEO optimization, internet, traditional media team, photographers, a graphic design and website team, event coordination, accounting and administration, marketing analysts, media and budgeting team, communications, social media, and more.

Depending on client requirements, we also offer one of the highest professional standards working in a streamlined process between X-Media and our Preferred Partners based in the USA, Canada, Europe, and Asia.

# X-Media Partners

- 25 years of international marketing, public relations, advertising, writing, media, website, promotions, and film production experience in the USA, Canada, Mexico, and worldwide.
- Experts in public companies, real estate, lifestyle and tourism markets, branding, integrated marketing and public relations programs, creative campaigns, marketing strategies, product development, promotional events, corporate partnerships, and B2B and B2C relations.
- Experts in marketing, public relations, and media strategy for investment/investors.
- Securing hundreds of millions of dollars for investments with revenues in the billions for clientele.

# Actual Client List Since 1998

- ◆ Hundreds of clients since 1998+
- ◆ Disney Studios
- ◆ HOMEX
- ◆ Sirha World Culinary Summit (France)
- ◆ PR representing the entire country of Mexico for Gastronomy & Top Chefs Worldwide
- ◆ Toshiba
- ◆ Travelocity
- ◆ Marriott
- ◆ Corona Beer
- ◆ Walmart (Mexico)
- ◆ ISS Worldwide
- ◆ MGM Studios
- ◆ Google (via Google Cafés)
- ◆ Forum Investments (Vancouver)
- ◆ CostaBaja Resort & Marina
- ◆ Gary Player Signature Course
- ◆ Fuller Group Corporation
- ◆ Princess Yachts (England, Mexico, Latin America)
- ◆ Cantex Enterprises (Cancun)
- ◆ Grupo Concord (Mexico City)
- ◆ Prudential Real Estate Investors Group (USA, Mexico, Latin America)
- ◆ Windermere (USA, Mexico)
- ◆ Guckenheimer
- ◆ Many, many more...these are only a sample of our client list and services will vary.

# Integrated Marketing & PR Components

## Marketing components include:

- ◆ Inbound Marketing
- ◆ Outbound Marketing
- ◆ Website Design & Development
- ◆ Branding
- ◆ Internet Marketing (PPC, Google)
- ◆ Digital Advertising
- ◆ Content Creation (websites, collateral)
- ◆ Video Production / Creation
- ◆ Social Media Management
- ◆ Social Media Growth
- ◆ Email Marketing
- ◆ Database Growth & List Building
- ◆ SEO (Search Engine Optimization)
- ◆ Collateral Development
- ◆ Budget Management

## Public Relations components include:

- ◆ News Bureau
- ◆ Creative Campaign
- ◆ Press Releases
- ◆ Media Relations
- ◆ Local, National, & International Press
- ◆ Executive Media Tours & Press Receptions
- ◆ Promotions
- ◆ Social Media & Blogs
- ◆ Affiliate Partnerships
- ◆ Inclusions in Relevant Promotions, Newsletters, Blogs & Databases
- ◆ Awards & Hosting Events
- ◆ Influencer Campaigns
- ◆ Crisis PR
- ◆ KPIs

# StratCom

X-Media offers significant experience across many sectors that allows us to position our clients in the public eye with targeted engagement.

We help companies and organizations understand what their brand really means and create a relationship — a connection — between you and your investor.

Brand positioning is essential to marketing strategy. We work collaboratively with you to better refine your unique position in the marketplace, your key differentiator, your future vision.



# Inbound Marketing

Inbound Marketing is about potential leads and investors seeking you out, rather than you chasing them down.

It's about driving more engaged, more qualified leads and turning them into investors.

It's about working in a new way with your prospects, leveling with them and giving them the information they are looking for, and being rewarded with details about their investing behavior that is richer and more accurate than what could ever be gathered before.

It's about attracting prospects to *you* by helping them solve their problem rather than shouting at them from across the proverbial room.

Inbound Marketing isn't any *one* thing. It's a strategy that uses a number of different tactics (content, SEO, social media, blogging, etc.).



# Why Focus on Inbound Marketing?

Inbound Marketing is about leveraging all of your knowledge, and turning it into content your investors really want to read (or view, or listen to).

It cuts across your:

- Website
- Blogs
- Social media channels
- Google search results
- Marketing campaigns
- Collateral
- Face-to-Face interaction at tradeshow, conferences and other networking events

❖ **It's Effective** – 92% of companies that focused on Inbound Marketing increased their traffic significantly to their site.

❖ **It's Cheaper** – Organizations focused on Inbound Marketing experience a 61% lower cost per lead than those focused primarily on traditional marketing.

❖ **It's Critical** – Google's search algorithms are increasingly promoting sites that feature the most useful and quality content, and penalizing those that don't.

# Outbound Marketing

Outbound marketing sends a message to a huge amount of people, in the hopes of making a sale. This strategy is rooted in the thought that the larger the group you message to, the larger the ROI.

Outbound marketing can also be applied to more modern technology, like pay-per-click (PPC), advertising, and email campaigns.

Frequently, an audience is not even aware of or looking for the product that's being advertised. Prospects could be watching TV or reviewing a website or an app and be interrupted by an ad illustrating why they should invest in a certain product or service.

You put your offer out there. People either invest/buy or they don't.

One way or the other, you get an immediate response from the market, and can then adjust accordingly. This is especially valuable when you haven't validated the product yet.

# Website Design & Development

Immediately, X-Media will conceptualize and develop new content for your website to coincide with your marketing and public relations program.

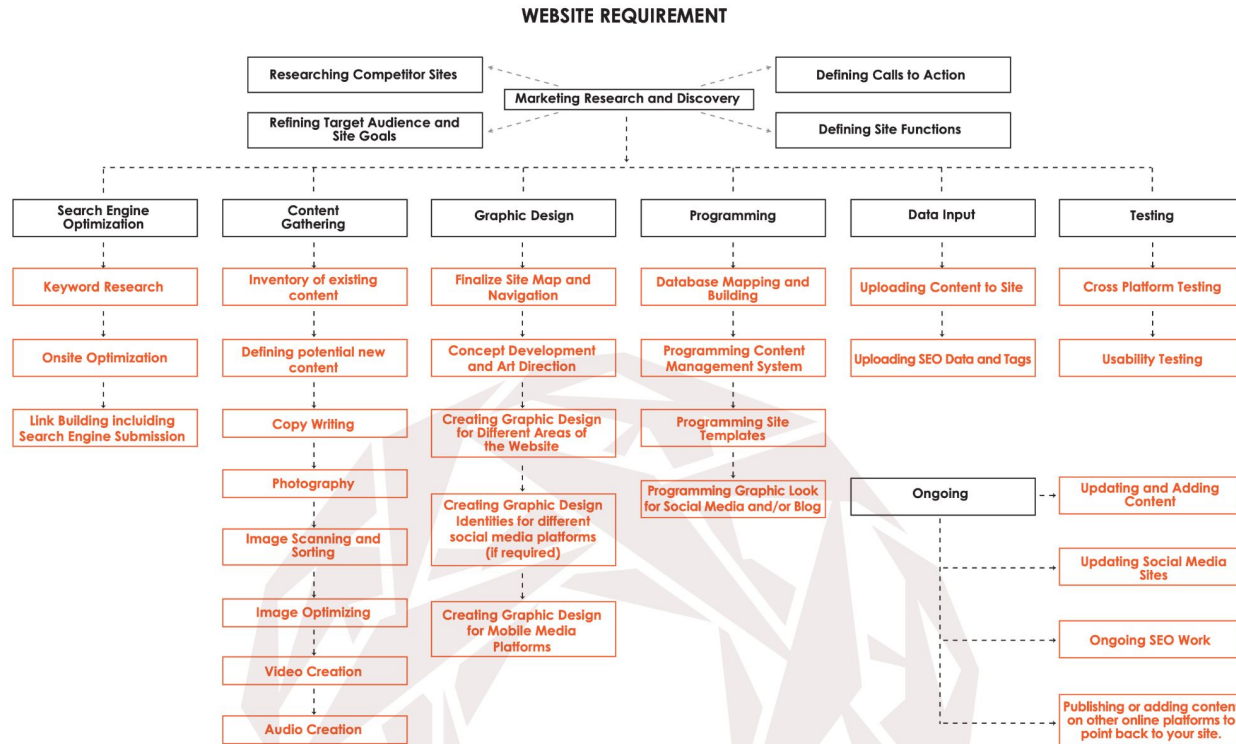
Importantly, advice on the steps prior to and after publications feature your company will include internet and social media integration, SEO, a Blog (news/media/press) and email campaign strategy.

We also assist improving the website content and implement traffic-producing methods in a variety of ways. The website is completely tied together in a sophisticated integrated marketing and public relations program strategy.

**Special Note:** New website design and development is quoted separately depending on your requirements.

- ◆ SEO Original Content
- ◆ Professional Photography
- ◆ Original Text
- ◆ Press and Media Section
- ◆ Newsletter Sign-Up
- ◆ Investor-Oriented Impact
- ◆ Focus on Search Engine Priority Placement & Positioning
- ◆ Online Tools to drive traffic to site
- ◆ Database Capturing Capabilities
- ◆ Creative Campaigns
- ◆ Digital PR and Marketing
- ◆ Social Media Integration
- ◆ Database Development

# Website Requirements



# Branding

By harnessing the combined power of X-Media's approach, capabilities, and knowledge-base, brands are able to identify and leverage the strength of their unique character and advantages, thereby raising their awareness and appeal, which exponentially increases their opportunities for success.

We think of a brand as the promise of an experience. Therefore, building a good brand requires time, insight, consistency — and the ability to provide a great experience.

To develop a successful brand strategy, we start with research to identify the target audience and determine what motivates them. We then create a concise guide that visually articulates the research phase results as a “Brand Brief”, where we further define investor personalities and brand attributes.

A proper “Brand Brief” identifies and defines the following:

- Positioning and Vision
- Positioning and Mission
- The Big Idea
- Brand Attributes
- Value Proposition
- Guiding Principles
- Key Benefits
- Target Audiences
- Demographic Profile
- Key Markets
- Challenges and Competitors
- Competitive Advantages
- Style Guide and Identity Usage
- Logo Conceptualization
- Color Schemes
- And, even specific fonts

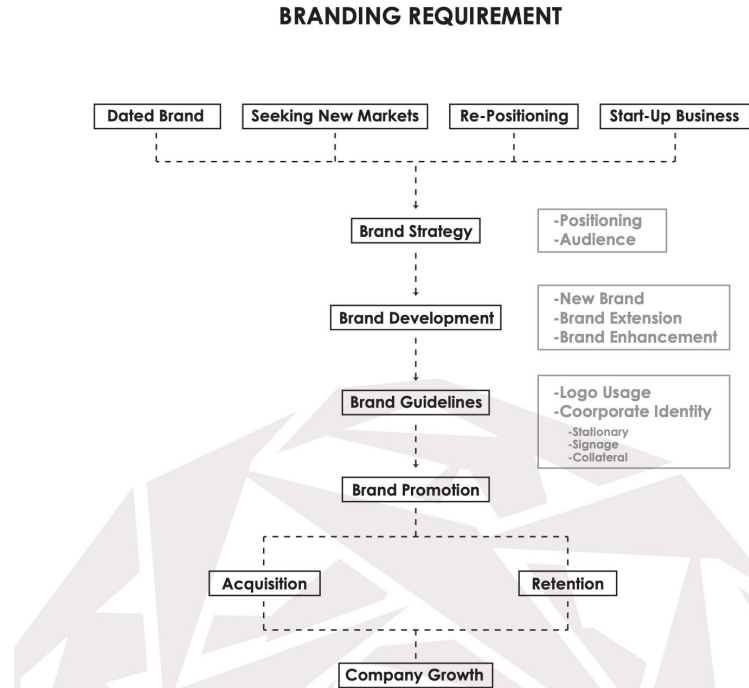
# Branding Requirements

In today's global market, it is critical to stand apart from the crowd.

You are no longer competing on a local stage, your organization now competes in the global economy.

Your full brand experience, from the visual elements like the logo to the way that your phones are answered, tell your investors about the kind of company that you are.

A brand that is consistent and clear puts the investor at ease because they know exactly what to expect each and every time they experience the brand.



# Advertising

Advertising tells consumers who a business is and how they align with their values. Thanks to digital advertising, digital marketing and analytic software, businesses can get very specific about who sees their ads and who is investing/buying.

As consumers, we're exposed to over 5,000 advertising messages a day. Potential customers often ignore the first few ads, but at the six-impression mark, this changes and a qualified lead will actively engage. So consistency is critical. Advertising helps the brand to maintain top-of-mind awareness.

At X-Media, developing an advertising campaign is integral to a successful outcome. We help businesses determine where their advertising dollars will give them the highest ROI, we develop key messages that resonate with the prospective buyer. Wrap that up in eye-catching creative and monitor results to ensure outcomes are met.

Our digital Advertising development process entails:

1. Define objectives and schedules
2. Demographic and competitor research
3. Identify target audience
4. Set budgets and milestones
5. Ad strategy development
6. Creative concepts and design
7. Media selection and ad placement
8. Production and execution
9. Performance analysis and analytics
10. PPC
11. Google
12. Social media channels

# Content Marketing & Strategy

**“Content is king.”** This extremely common term used today with website copy, social media, blog posts, explainer videos, photos, media, and even the press. Why?

1. **Builds Trust.** The more time someone invests in viewing your content, the more familiar and trusting they become with your company.
2. **Brand Recognition.** By creating new content consistently, you're building a library of amazing images and resources that define your brand.
3. **Helps SEO.** SEO increases your chances for a potential lead to find you. When someone searches for those keywords in Google, your company will be in the top pages.
4. **Generates Leads.** When you spark someone's interest with your content, you're creating that initial relationship, or generating a lead. Ensuring social media usage is vital.
5. **Establishes Value.** Besides helping potential audiences solve a problem or make a sound investment, quality content is the perfect way to establish your company and brand as an industry leader.



# Video Creation & Video Production

X-Media helps you find new ways to introduce your brand more engagingly and innovatively.

We offer two decades of experience producing various types of promotional video campaigns such as promoting a new initiative, promoting a product or service launch, fundraising, investing, and brand promotion video.

**Special Note:** New video creation and production is quoted separately depending on your requirements.

Along with promotional video production services, we also produce corporate videos, commercial videos, and animation videos.

Currently, an explainer animation video can do great work for businesses that want to stand out from the crowd by offering something fresh to their audiences. Short commercials, marketing videos, product demos, app introductions, and more – all of them may impress prospective leads even more if you amplify your company with eye-catching animation.

We highly recommend the development of a super-creative promo or video advertising for your next campaign.

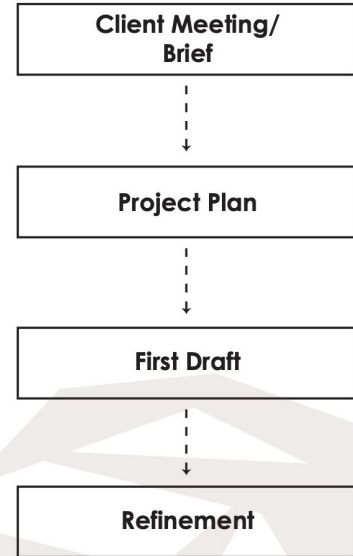
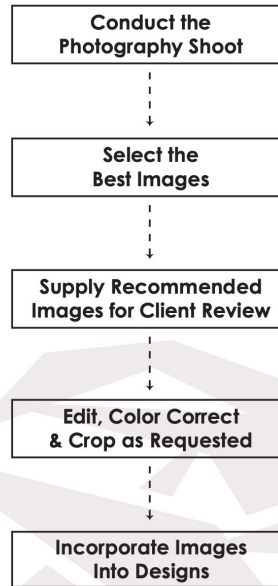
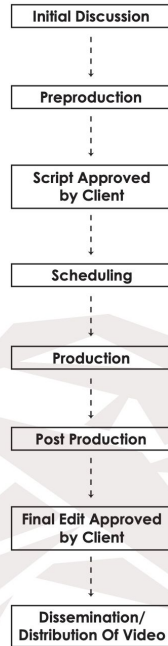
# Social Media Management & Growth

Rise above your competition. Social media is amazingly intuitive, and you won't need a computer science degree to get a campaign up and running. The social media marketing landscape is incredibly crowded – all of your competitors are there.

We're firm believers in a holistic social media strategy with Facebook marketing as the cornerstone. Using the platform's most advanced tools — including A/B split testing, remarketing, lookalike audiences, and conversion pixels — we create compelling campaigns that resonate with leads, track performance, and continuously optimize to keep our clients above the pack.

With literally decades of collective experience navigating the social media organic and advertising space, the results we deliver for our clients are nothing short of remarkable.

# Video, Design & Writing Processes



# Email Marketing

Wondering if Email Marketing is still worth it? Yes, it is. In fact, according to HubSpot, emails generate \$42 dollars for every \$1 dollar spent which is an astounding 4,200% ROI making it one of the most effective options available.

It's all about communicating with your potential leads. Building trust. From an automated, branded welcome Email to lead nurturing and dedicated emails, X-Media's team of writers and designers will work with your preferred email marketing partner to develop and track highly engaging messages.

We work with Hubspot, Constant Contact, Mail Chimp, Campaign Monitor, My Emma to name a few. We'll also tie your emails and analytics to your current social, advertising, and CRM programs so you'll have a complete picture of your ROI.

Email Marketing services include:

- Email Template Design
- Email Newsletter Design
- Automated Marketing Emails
- List Building
- List Management
- CRM Integrations
- Social Media Integrations
- Advertising Spend
- CRM Integration
- Database Growth
- Tracking, Measuring, & KPIs

# Database Growth & List Building

Your database is unparalleled in its importance. List building is simply a list of contacts that your company procures through the website, email campaigns, digital marketing, public relations, sales funnels, advertising, and the like.

To put the activity into perspective, lists are important because email marketing is the best way to connect with leads vs social media. In fact, you are 6-times more likely to get higher click-through rates through emails instead of tweets. Also, email is 40 times more effective at acquire new prospects than Facebook or Twitter.

- ❖ CTA buttons to subscribe on every landing page on your website.
- ❖ Images that pop-up or slide-in on all your landing pages.
- ❖ Surveys that are timed to pop-up while visitors are browsing.
- ❖ Post about your email newsletter on social media accounts.
- ❖ “Scraping” to build geo-targeted lists.
- ❖ And, many more methodologies to database growth and list building.

# SEO Optimization

We implement the best SEO (Search Engine Optimization) practices. These are a set of tasks designed to help improve a website's search engine rankings.

A typical challenge for any company is search engine optimization best practices including on-site optimization, researching keywords, and building backlinks to a site.

There are a million things we can do to get higher Google rankings including advanced SEO strategies and techniques.

Basic SEO components include:

- Adding Main Keywords
- Writing Unique Titles, Descriptions, and Content
- Optimizing Title Tags
- Optimizing Website Speed
- Optimizing Imagery
- Using Internal Links
- Publishing Original Content
- Building Backlinks
- Measuring Results
- Constant Improvement
- Database Growth
- Tracking, Measuring, & KPIs

# Collateral Materials

X-Media will help strengthen the conceptualization, creation, enhancements and help write all collateral material development related to sales, marketing, advertising, and public relations.

- ❖ Article Submissions
- ❖ Events
- ❖ Press Trip Invitations
- ❖ Marketing Materials
- ❖ Newsletters
- ❖ Calendar of Events
- ❖ Staging for Sales Centers
- ❖ Press Releases
- ❖ Digital and/or Printed Flyers
- ❖ Sales Presentations
- ❖ Graphic Design
- ❖ Digital and/or Printed Brochures
- ❖ Press Kits
- ❖ Media Kits
- ❖ Signage (as applicable)
- ❖ Executive BIODs
- ❖ Brand Identity complete with logo usage, color schemes and fonts
- ❖ Website complete with internet architecture, navigation, tracking, measuring, optimization, and performance

# Budget Management

The question isn't really whether you should be spending money on marketing and public relations or not, but rather how much you should be spending. X-Media can provide a guideline to your business assess which approach and strategies may be best for your business.

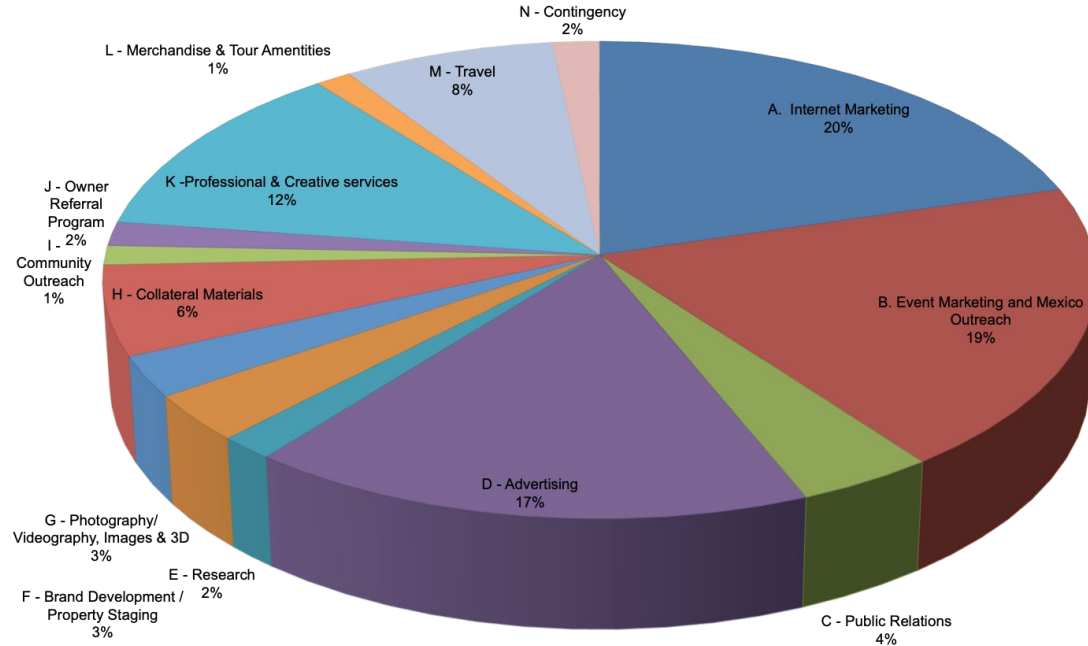
1. **If you're a newer company or you're aiming to scale quickly:** Plan to spend anywhere from 12 to 20% of your total revenue. If you want to scale quickly, keeping it at a 12% minimum ensures you are spending some money to make money.
2. **As a more established company looking to maintain or increase profitability:** Plan to spend anywhere between five and 12% of your total revenue. You can get away with spending less because you've already built a base of loyal investors, so you're using marketing to keep them engaged and find new audiences rather than starting from scratch.

Before determining the best way to split up your marketing budget across digital marketing and traditional marketing and public relations methods, we look at the potential costs and ROI of each activity.

While it's true certain platforms will cost more than others, those may also come with a higher ROI, and that ROI will be realized much faster.



# Marketing Allocation Example



# Our PR Approach

By crafting a good story and maintaining a professional image, we have had great success in having our previous clients projects featured on publications like Forbes, Entrepreneur, CNBC, MarketWatch, Wall Street Journal, and more.

We take a consultative approach, both on long term and short term strategy, and stay agile to the ever changing market. We work with these publications closely, and have made great connections over the years.

Our clients want great results in a timely manner. We don't spend weeks on strategy before pitching, we start within a week of being contracted and refine our pitches as we go. We continually adapt our strategy to news you may have as well as current events in the space.

While it is ultimately up to editors what gets published we only take on projects projects that are changing the world, projects we truly believe in. It is our core belief and has been proven by our success rate that if we are highly selective and work with great companies there is no excuse to not hold ourselves accountable for results.

In our strategy and based on your preferences you can let us know which ones are high level targets so we can pitch to them. These will include but are not limited to digital publications, television, media, streaming, and even podcasts.



MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV INVESTING CLUB PRO

HEALTH AND SCIENCE

## Pets are the hot new cannabis customer as owners use CBD to ease pain and thunderstorm anxiety

PUBLISHED SUN, MAY 5 2019-9:30 AM EDT | UPDATED SUN, MAY 5 2019-9:36 AM EDT



SHARE f t in e

yahoo/finance

Search for news, symbols or companies



Sign in



## Mt Pelerin Raises \$2 Million for its Blockchain Based Next Gen Bank Project

February 6, 2019

f

t

in

GENÈVE, SWITZERLAND / ACCESSWIRE / February 6, 2019 / Mt Pelerin, a Swiss startup with the ambition to become the first blockchain bank in the world, has successfully closed its first stage of funding with 5% of its tokenized equity sold to the crowd. With this historical accomplishment, Mt Pelerin has shown the existence of a real interest from the public for private equity investment.

Forbes

STYLE & BEAUTY

## Meet Invisible World: How A Small Town Business Grew Into A Global Enterprise

Joseph DeAcetis Former Contributor @  
I cover luxury fashion and beauty.

Jan 18, 2020, 04:06pm EST

Forbes

CRYPTO & BLOCKCHAIN

## Lyft And Solve.Care Use Blockchain To Improve Medical Care

Jefferson Nunn Former Contributor @  
Former Contributor

Mar 4, 2019, 09:07am EST

## Covera Health Announces Multi-Year Strategic Collaboration with Walmart to Confront Misdiagnoses in Radiology

May 15, 2019 08:46 AM Eastern Daylight Time

NEW YORK--(BUSINESS WIRE)--Covera Health today announced a multi-year, strategic collaboration with Walmart designed to improve the quality of healthcare for eligible associates and their dependents, by helping them avoid misguided and unnecessary treatment based on inaccurate radiology diagnoses.



HUD No. 19-062  
HUD Public Affairs  
(202) 708-0685



For Release  
Tuesday  
May 14, 2019

## BOXABL CONSTRUCTION TECHNOLOGY COMPANY TO FEATURE NEW HOUSING PROTOTYPE AT INNOVATIVE HOUSING SHOWCASE

WASHINGTON - The U.S. Department of Housing and Urban Development (HUD) and the National Association of Homebuilders (NAHB) today announced Boxabl, a construction technology startup company that produces shippable room modules, will exhibit a new housing prototype at the inaugural "Innovative Housing Showcase," June 1-5, 2019, on the National Mall in Washington, D.C.

Decentralised finance + Add to myFT

## 'DeFi' movement promises high interest but high risk

Investors back projects aiming to 'decentralise finance' and offer direct loans and derivatives



© Nils Ackermann/Dreamstime

Miles Kruppa and Hannah Murphy in San Francisco DECEMBER 29 2019

23

# News Bureau

X-Media will become an extension of your company – individually and collectively – acting as its public relations arm and ambassador as necessary.

In fact, think of us as your actual News Bureau, wherein we are generating, disseminating and gathering news and working with the press and media on your behalf along with you. We will be the primary resource for information to exchange and consumer press in your industry.

The following pages outline the components to our integrated public relations programs.

# Creative Campaigns

X-Media will develop a new and highly “creative campaign” to thrust your company into the industry spotlight with a strong branded message, and that is only the beginning.

We will work to envision the many ways your company will connect with a stronger public relations and media message in conjunction with a new integrated PR campaign. Your communication plan will become all-encompassing for everything that your company has to offer and will be a completely customized program to allow a maximum on ROI.

We can continue the consistency already established over the past but improve and enhance a defined message, imagery, and bring new dynamic content to the current website which generates leads for potential investors.

X-Media will also assist in the development of necessary collateral materials, PR budgets along with implementation, and more, using a variety of creative methods.

# Advertising VS Editorial

X-Media will conceptualize, develop, and help launch or “relaunch” your company including the products or services with an enhanced or new editorial campaign focused on brand messaging and investor benefits.

We STRONGLY believe that editorial is a highly effective and inexpensive method in order to sell investment, based on experience. Advertising is a useful recommendation in today’s marketplace. Yet, effective public relations will maximize results.

- ❖ Consistent slogan or message that clearly defines the product or service in 20 to 30 seconds
- ❖ Relevant in the industry, stands out as original
- ❖ Positioning within distinguished publications, editorial content, and features
- ❖ Complimentary or “niche” articles written pitched to various publications
- ❖ To be pitched and used as “hooks” for national and international writers
- ❖ Our primary focus would be on interviews, editorial, press releases and more

# Sample “Tier 1” Media Targets

The list is a brief selection of appropriate target media, as thousands exist within our databases and via our partners in North America and internationally.

- ❖ Wall Street Journal
- ❖ Financial Times
- ❖ New York Times
- ❖ Forbes
- ❖ USA Today
- ❖ Bloomberg
- ❖ New York Times
- ❖ Huff Post
- ❖ Reuters
- ❖ CNBC
- ❖ Digital Trends
- ❖ Adweek
- ❖ TechCrunch
- ❖ Robb Report
- ❖ MONEY
- ❖ MarketWatch
- ❖ Business Traveler International
- ❖ Entrepreneur
- ❖ Fast Company
- ❖ Business Insider
- ❖ Barron's
- ❖ Inc.
- ❖ Many more...

# Sample “Tier 2” Media Targets

The list is a brief selection of appropriate target media, as thousands exist within our databases and via our partners in North America and internationally.

- ❖ Fintech Magazine
- ❖ Moneylife
- ❖ Oracle Times
- ❖ BuzzFeed
- ❖ BTC Manager
- ❖ Thrive Global
- ❖ Benzinga
- ❖ Finance Magnates
- ❖ Investopedia
- ❖ Next Big Future
- ❖ Crowdfund Insider
- ❖ Irish Tech News
- ❖ Financial News Journal
- ❖ Business & Finance
- ❖ Prestige
- ❖ JustLuxe
- ❖ Geek Time
- ❖ Technowize
- ❖ Zero Hedge
- ❖ Inflight Publications
- ❖ Many more...



# Social Proof

## 3 Surprising Ways That Video Game Companies Leverage AI

Esports is proving to be a leader in implementing artificial intelligence.

By [AJ Agrawal](#)

September 6, 2019

*Opinions expressed by Entrepreneur contributors are their own.*

A couple years ago, [Google](#) pitted [AlphaGo](#) -- an AI designed to master Go, a famous chinese board game, by watching other players and learning from their actions -- against the world's top players. The results shocked the [gaming](#) world: AlphaGo beat Ke Jie, the Go world champion.



## Microsoft Selects NOIA Network for its FastTrack Program



# Press & Media Kits

The single most useful tool for a new public relations campaign to either launch a product, services or re-launch an enhanced "look" for your company are the press kits or media kits and website.

X-Media will help create a collective kit with detailed information about your company.

The press kit or media kit will help to define the brand, company, and leadership in a comprehensive package.

Press & Media Kits components include:

- Company Overview
  - Fact Sheet
- Features Highlighting
- Information of Note:
  - Products
  - Services
  - History
  - Board of Directors
  - Staff
  - Location
  - Company Benefits
  - Company Solutions
  - New News
- Brochures, photos, BIOs, and more

# Bi-Monthly Press Releases

Typically, the purpose of a press release is to accurately represent and promote significant corporate news. A good press release may announce a new product or a newsworthy event. The information presented within your release should follow the pre-existing format. The bulk of a press release must include the announcement a client is making.

However, a press release should also specify whether the information is for immediate release. It needs to include a date, location, contact information and a little more information about the company or organization making the announcement.

Some other common goals of a press release include:

1. Alerting the media in hopes the release gains a reporter's or publication's attention.
2. Sharing official information about a client, company or organization with the intention of planting the seed for a possible news story and press coverage.
3. Promoting brand awareness and identity.

# Calendar of Events & Newsletters

A monthly newsletter tied to a calendar of events with announcements to your company's strategic markets, international publications, affiliates, current investors, trade media, databases, and consumer press and clients or B-to-B and B-to-C relations as well as personal contacts.

We will develop or assess an attractive, full-color newsletter in digital format distributed to tens-of-thousands of recipients and printed for events, industry e-campaign mailing resources, databases in addition to media e-mailings to ensure widespread awareness of offerings, promotions, products, services and much more as time goes on.

The entirety of these activities can be tracked and measured.

# Media Relations

Our media relations program will be a multi-tiered set of activities, one impacting the other locally, and working with our associates nationally and worldwide.

Our primary resource in media relations is our proprietary database of more than 30,000 working in press and media.

X-Media has wonderful relationships throughout Canada, the USA, Mexico, Europe as well as the Asia's.

Media Relations program components:

- Media / Client Introduction
- Media Questionnaire
  - To solicit interest and awareness facts
- Regular press release distribution and follow up
- Regular targeted, personalized pitch distribution and follow up
- Media events and meetings
- One-on-One story pitching and development
- Potentially, 2 Media Receptions per year are recommended
- Database Growth
- Tracking, Measuring, & KPIs

# Press Trips

Press trips allow for a uniquely personal yet fun group experience to visit a company headquarters. We would plan a minimum of two major group press trips per year consisting of 8-10 journalists and oftentimes more.

Press trips represent millions of readers worldwide. Monthly or bi-monthly, unaccompanied individual visits can also be coordinated.

X-Media will oversee all aspects of individual and group press visits coordinated with your company.

Press Trips program components:

- Invitations
- Accommodations
- Itinerary development
- Logistical coordination
- Air transportation solicitation
- Attendance as appropriate
- Follow up and coverage confirmation
- Distribution of press materials
- Coordination for hosting and on-the-ground programming
- Possibly, 2 Press Trips per year are recommended
- Budget Management
- Database Growth
- Tracking, Measuring, & KPIs

# Influencer Campaigns

Influencer campaigns are a type of public relations or marketing that relies heavily on individuals (figures, accounts, etc.) to bring your message in front of a specific audience.

Instead of sending marketing messages directly to a general group of people, you would use influencers to deliver the message for you. Influencers have built quasi-personal relationships with their followers can often achieve phenomenal results for brands.

From the audience's point of view, every post, regardless of whether it is sponsored or not appears as an endorsement or validation of a certain company, product, and/or service.

Influencer campaigns are often intertwined with digital strategies like social media marketing and content marketing. To get the absolute most out of your influencer campaign, you need to make sure your brand's social profiles are on point and your influencers need to have some sort of content to deliver (often created by the influencers themselves.)

The benefits of developing Influencer Campaigns:

- ✓ Builds brand trust
- ✓ 86% of people will try an influencer's recommendation
- ✓ Word of mouth at scale
- ✓ Maximizes ROI
- ✓ Affordable spend
- ✓ Free endorsements (sometimes)
- ✓ Effectively reaches your target audience
- ✓ Builds lists quickly
- ✓ Expands social media growth
- ✓ Faster SEO results
- ✓ Win-win long-term partnerships
- ✓ Tracking, measuring, and KPIs

# Crisis PR

Speed. Calm. Honesty. Confidence.

These are the necessities of managing communications in a crisis. We will bring guided support to your company in any critical situation during occasional bad times – related to company performance, accidents, closures, incidents, employee layoffs, among others.

*You never know when you'll need Crisis Public Relations...*



# Key Performance Indicators (KPI's)

Key performance indicators (KPIs) refer to a set of quantifiable measurements X Media will use to gauge your company's overall long-term performance. Our KPI methodology specifically helps determine a company's strategic, financial, and operational achievements, especially compared to those of other businesses within the same sector.

- ❖ Key performance indicators (KPIs) will measure your company's success versus a set of targets, objectives, or industry peers.
- ❖ KPIs will be financial, including net profit (or the bottom line, gross profit margin), revenues minus certain expenses, or the current ratio (liquidity and cash availability).
- ❖ Customer-focused KPIs generally center on per-customer efficiency, customer satisfaction, total reach, total actions, total conversions, and customer retention.
- ❖ Process-focused KPIs aim to measure and monitor operational performance across the organization.
- ❖ Targeting the highest quality audiences, analytics, measuring and tracking KPIs through software and reporting tools.

# Constant Communication

As your preferred partner in the promotion of your company, we will be in constant communication with you at all times. To ensure adequate awareness of your activities with a high level of professionalism, we are always in contact with you.

- End-of-week updates each Friday
- Monthly activity reports
- Marketing, media, and PR opportunities
- Constant client interaction
- Written product or services introductions and regular flow of information query letters
- Consistent virtual meetings with management
- Analytics reporting
- Tracking, measuring, and KPIs

# Summary

This summary is meant to serve as a framework for further discussion of creative methodology and program actualization. No doubt, additional opportunities will present themselves and can be incorporated into any working plan. If contracted, the next steps to undertake are to expand this overview into a timeline of goals, budgets, a marketing and public relations plan and implementation to provide us with a map for the upcoming term we agree upon.

X-Media will become an extension of your company, immediately. We will strive to become one of your most valuable, long-term partners. Throughout our relationship, we will be proactive in our continuing search for creative alliances and opportunities that further sell, promote, and brand your company.

Your revenue growth is our company goal....Thank you for this opportunity.

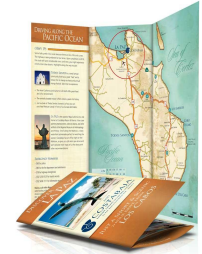
Our marketing, public relations, and consulting experience secured a relationship with Toshiba (NASDAQ: TOSBF), designing product brochures, content marketing, presentations, catalogs, and sales materials for the business solutions division. In addition, we have consulted for sales exhibits and environments such as the TABS Innovation Center.

**Services:** Marketing strategy, design, corporate communications (internal / external), public relations consulting, sales environments, international brand strategy, budget consulting (regional), and annual reporting.

**Achievements:** Numerous publications covered, industry leading IR performance, technology and new product launches, company growth into new markets, and implement a variety of initiatives helped to increase investments.



CostaBaja is a luxury resort community located on the Sea of Cortez, near the tranquil town of La Paz, Mexico. As their agency of record, we worked closely with the developer to successfully market all aspects of the community, which includes residential home sites, condominiums, a full-service hotel, 180-slip marina, beach club, restaurant, community center, and 18-hole Gary Player golf course. The development is privately owned by Sr. Manuel Arango (former majority owner of Walmart Inc. in Mexico, NASDAQ: WMT.MX)



**Services:** Branding, budgeting, identity, marketing strategy, website, ecommerce, mobile marketing, sales, environments, real estate marketing, hospitality, travel, international marketing, and international public relations.

**Achievements:** \$100 million dollars in real estate sales over a 14-month period with a budget of only 3%, the launch of the first Gary Player Signature Golf Course in Mexico.

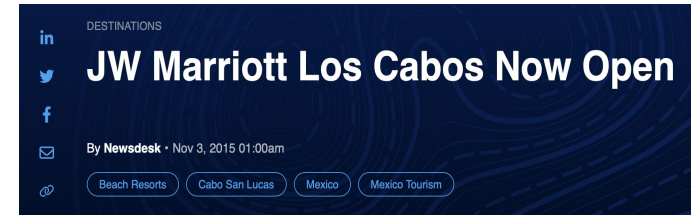


(NASDAQ: MAR) Offering the most powerful portfolio in the hospitality industry, Marriott International offers 30 brands and 8,000+ properties across 139 countries and territories give people more ways to connect, experience and expand their world.

We were privileged to be selected to brand, market, and support the Marriott International and JW Marriott ultra-luxe brand with marketing and public relations services to launch their first high-end resort in Los Cabos, Mexico.

**Services:** Branding, budgeting, identity, marketing strategy, website, photography, collateral materials, content marketing, ecommerce, mobile marketing, sales, environments, restaurants, hospitality, travel, international marketing, and international public relations.

**Achievements:** Successfully worked with the Marriott corporation and management to exceed initial resort revenue forecasts while satisfying IR goals.



Press Release · Hotel Openings

## JW Marriott Brand to Open Luxury Resort in Los Cabos, Mexico

Marriott

Marriott

4 min read · 28 September 2012

Follow



Marriott International's (NYSE:MAR) world-class luxury hotel brand, JW Marriott Hotels & Resorts, announced today plans to open a new 300-room JW Marriott Hotel in Cabo San Lucas in 2015. The property will be operated by Marriott under an

JW MARRIOTT

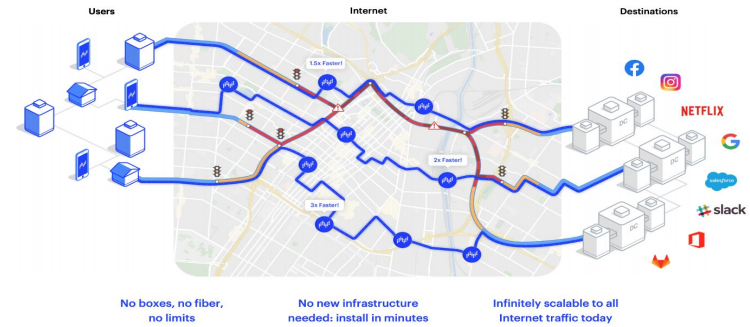


The Network developed by NOIA provides the highway infrastructure and the SDN provides the intelligence element. NOIA is an AI & Blockchain technology based Content Delivery Network.

Syntropy was co-founded in 2017 by Dom Povilauskas, William Norton, and Jonas Simanavicius. Povilauskas is the CEO of Syntropy, while Norton and Simanavicius are chief technical liaison and CTO, respectively. NOIA has a maximum total supply of 1 trillion tokens, 15% of which is reserved for the reward pool and 50% for staking.

**Services:** Marketing strategy, technology, blockchain, budgeting, and international public relations.

**Achievements:** Over 15 publications covered, successful influencer marketing campaigns, a coveted partnership opportunity with Microsoft secured due to PR efforts, company growth, StratCom goals met, and a variety of highly successful investment efforts achieved.



## Syntropy (NOIA) price rallies 65% after announcing Starlink integration

Syntropy price lifted off after the internet-focused protocol announced that it was exploring an integration with Elon Musk's Starlink project.

