

BCA

BCA
(Bailey Communications Agency)

White Label Services

This is a list of services, not an invoice or contract. This document is not legally binding and the suggested work is not obligatory.

Who are We?

BCA is the content marketing agency for agencies. We believe content is king and use persuasive, colorful language to help our contracting agencies craft their clients' brand stories. We are boutique on purpose and choose to work exclusively with limited, select, top agencies. Our exclusive nature allows us to limit the number of agencies that we assist based on interest and capacity, giving every agency that we serve individualized attention, and dedicated hours. Every agency's experience is uniquely curated to exceed the expectations specific to the agency's needs. Our white label services initiate the ultimate double team to ensure that you impress and retain your valued clients.

Our Objective

To capture the vision of leading communications, marketing, and public relations agencies to assist their clients with their specified marketing and communication goals. BCA will match or raise the skill level of the contracting agency to ensure expertise work. White label work is 100% released from BCA and fully owned by the contracting agency and or their clients. All work is guaranteed to be custom and handled with discretion. BCA will never contact the contracting agency's client(s), publicize, or publish work done on the contracting agency's behalf unless otherwise directed or given written permission to do so.

Investment- One Time

Our white label services are available for a one-time flat fee of \$4000 USD. This secures 3 projects all completed within 30 days.

Investment-Retainer

Our white label service retainer carries no monthly obligation to continue after your selected term. Your agency may choose any term that is two or more consecutive months. This option receives a \$500 loyalty credit bringing the retainer cost to \$3,500 per month.

Timeline

BCA competes all work within 30 days.

Please note: Your agency may request an expedited completion time ie. 7 days or 15 days VS 30 days.

Project Options

Below are our most popular service options. You may also request a custom project option that is not listed below. The maximum amount of projects that you may choose per month are 3.

1. Dynamic Blogs or Articles

A set of 4, 750-words max, content-rich blogs or articles to inform and engage your targeted audience.

Example of our blogs:

Dr. Dallas Dance- www.drdallasdance.com/blog

2. Precision Editing

4000-words max, efficient editing service (can be multiple documents within 4,000 words total) to ensure colorful, provoking language, correct grammar, and proper word choice and flow.

Example of our editing service:

Cazle Mortgage- www.cazlemortgage.com (entire website)

ViaHope- www.viahope.org (entire website and Thrauma© course book)

3. 30-Day Social Media Management

Engage your current social media followers and reach new followers with a custom social media plan and execution. This popular service includes a content calendar, custom content strategy, automation, select non-customer service-related responses to comments, professional design, 20-25 posts (for one company/organization/individual), up to 2 ad creations and ad management, and 30-day analytical reporting.

Examples of our social media content and management:

Kanye West's creative agency: MVD Agency (strategy)- <https://tinyurl.com/478u96pd> and <https://tinyurl.com/bdfzrz4d>

Self-made millionaire, best selling author, and mergers and acquisitions expert, Jessica Fialkovich- https://instagram.com/jessicafialkovich?utm_medium=copy_link

Lifestyle journalist and TV personality Suzanne Wexler- https://instagram.com/suzwexler?utm_medium=copy_link

TV host, TV personality, producer, author, and business executive, Star Jones- <https://instagram.com/starjonesesq?igshid=YmMyMTA2M2Y=>

The nations former youngest school superintendent, education and business leadership advisor, author, and mental health advocate- Dr. Dallas Dance

<https://instagram.com/sdallasdance?igshid=YmMyMTA2M2Y=>

4. Speech/presentation writing

Our experienced writers will create a customized speech or presentation on any topic using up to 2000-words max. To match your client's voice we can provide free consultations to properly capture the intention and vision of the company/individual to understand the purpose of the

presentation. We will write pieces in full or collaborate portions of on-brand content such as speeches, presentations, public statements, and announcements, etc.

Example of our ghostwriting:

Star Jones TED Speech

https://www.ted.com/talks/star_jones_the_myths_that_hold_back_women_at_the_workplace/up-next

5. Media and Public Talking Points

As a team of former public relations veterans, we understand the best way to make use of your client's earned TV, radio, podcast, or editorial opportunity. To ensure that all talking points are cohesive and on-brand, we will create general and specific (per opportunity) media and public talking points. For every media opportunity, big or small, we will research the media outlet and prepare and coach your client or team on the media brand's audience, structure, the flow of the interview, and the style and background of the journalist conducting the interview. We will make sure that the most is made out of the opportunity and that the interview runs smoothly and is impactful. We will create brief (bullet points) and or detailed talking points (full scripts) that accurately represent the client's brand and efficiently connects with the media brand's audience.

Examples of our media talking points:

Dr. Jessica Shepherd-

<https://open.spotify.com/episode/3tij2dYlp85ducfckKzTcp>

Star Jones-

<https://fb.watch/aE2kvttol5/>

<https://www.cnn.com/videos/tv/2015/11/03/star-jones-fiorina-lemon-interview-ctn.cnn>

<https://tinyurl.com/2p82py4v>

6. Tailored Media Pitching

Using specific media contacts provided by the contracting agency, we will create a persuasive and engaging pitch unique to the media contact's audience and overall interest and purpose. We will pitch up to 75 contacts per week via email. Please note, this service is not a full-service PR option. **The contracting agency will have to:**

- Provide us with the media contact's name, outlet, and email address (kept confidential and never reused for other agencies as every agency must provide their own contacts for this service option)
- Handle the logistics of the booked interview
- Prepare the client for the interview

Under this service option we will:

- Write an effective media pitch
- Manually email each pitch (not mass email, each pitch is sent individually and specific to each journalist and media brand)

- Provide one email follow up 15 business days after the initial pitch is sent
- Provide one email introduction between the agency and the journalist once they show interest and wish to proceed

Example of our custom media pitch:

FemiClear-

<https://tinyurl.com/2xfm35rp>

7. Memorable Branding Material

Introduce your brand right...the first time. We will research and understand your client's product, target market, and brand goals to ensure that their branding material truly represents their value offering and makes a lasting impression. Under this service option we will provide new content for **ONE** of the below brand collateral options **OR** edit, review, and update **two** previously created brand collateral options that do not exceed 2500 words:

- Website content
- Website content + design and creation (**available for an additional \$850.00 fee**)
- About us descriptions
- Biographies
- One-sheets (design included)
- Speaker's kit (design included)
- Media kits (design included)
- Product descriptions
- Brochures (design included)
- Presentations (powerpoint design included)

Examples of our media kit content creation: (content only not design)

Cathy DeCocq-

<https://tinyurl.com/rjm5kauu>

GianLuca Mech-

<https://tinyurl.com/3wpz6xix>

Ed Beltran-

<https://tinyurl.com/2p8zjne5>

Example of product descriptions:

Kimberly VanKline-

<https://kimberlyvankline.com/masterclasses/>

Example of website content:

Kimberly VanKline-

<https://kimberlyvankline.com>

Example of One-Sheet:

Jessica Fialkovich-

<https://tinyurl.com/3ekynbv7>

8. Digital Marketing

Our marketing teams are experts and well/versed in Amazon, Facebook, Instagram, LinkedIn, TikTok, and Snapchat. We have an excellent understanding of what makes advertisements clickable, shareable, and increases website traffic. Under this service option we provide:

- Marketing planning and strategy
- 4 Still ad creations (content and design)
- Video ad creation (content, script, production notes, and logistics only, the actual video production is **NOT** included; however, professional custom videos are available from a trusted third party for an additional to be determined fee)
- 30 day ad analytical reporting
- Website review and strategy
- Blog planning and one blog post
- Newsletter planning and one newsletter creation (mass emailing **NOT** included)
- Email marketing planning (content is included for one email, mass emailing is **NOT** included)

Example of ads:

Getting the Most for Selling your Business by Jessica Fialkovich

<https://tinyurl.com/44xs82zh>

Example of newsletter:

The Dance Group

<https://tinyurl.com/2d8swsej>

9. Press Release

Our veteran publicists will create or edit up to two, 550-words max press releases to concisely engage and inform your targeted media and or public audience.

Examples of press releases:

Dustin McCormick for Georgia

<https://tinyurl.com/2p8ravjm>

Jessica Fialkovich

<https://tinyurl.com/29t3wwjc>

10. Playbook

Capture your agency's or your client's operational vision with a beautifully designed and expertly written brand or social playbook that clearly outlines the vision, objectives, capabilities, structure, strategy, and order of operations.

**Examples of playbooks are available per request.

11. Employee Handbook

Initiate smooth employee onboarding by articulating your agency's or your client's company's expectations, work culture, regulations, operations, resources, and complete guide to being an impactful, successful, team member, and change agent.

12. Warm Sales Outreach

Pitching targeted, warm contacts is a proven and successful sales approach. We will create a clear, concise, and persuasive sales pitch that is between 350-450 words. We will also send this pitch via email or LinkedIn to 75 of your warm, targeted, professional contacts per week for 1 month. All outreach is personalized VS generic, mass emailing. All contacts and contact email addresses if applicable, must be submitted by the contracting agency.

13. Communications Point of Contact

Save time and energy by having our team welcome, analyze, direct, and organize all incoming public and media requests. Under this service you may list our agency and contact information on your agency's and or your client's website and relevant social media platforms and we will receive and respond (when applicable) to every request and pass it to the appropriate party. Or you may continue to list your agency's contact information instead and create us a company email address to assist with incoming requests.

Our entire team is ecstatic and humbled at the possibility of working with your agency and providing an extra set of trusted hands!

Let's create something together!

A handwritten signature in black ink that reads "Brittany Bailey". The script is fluid and cursive, with the first letters of each name being capitalized and larger than the rest.

Founding Communications Manager

BCA

www.baileycommunication.com

Brittany@baileycommunication.com