

Pinpoint Your Pitch

A 21st Century Framework and Approach to Generating Earned Media

Powered By Change Agent Communications

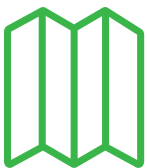


If you want to get noticed in today's fast-moving, ever-evolving, influencer-heavy media environment, you need a fresh approach to PR—and ideas that POP. Change Agent Communications will help you think beyond simply pitching your product or service to an aging list of media outlets. Instead, we'll activate a framework that elevates your approach and positions you for future success.



Pinpoint the Pain Points

Our pain-point-driven thought-leadership model is where it begins. We'll unveil opportunities in your first Discovery Session, which will inform the creation of a roadmap unique to you and your company's goals.



The Roadmap

Active social and topical listening, a defined (or refined) point of view and idea-centered pitching will be the three core elements of the Pinpoint Your Pitch roadmap.

Agile content creation, digital engagement strategy and effective community management are included in our ongoing support models, which include a three-month pilot program and six- to 12-month engagements.



Interested?

Use this [Calendly link](#) to request a 15-minute consultation. If we're a match, you'll receive a Pinpoint Your Pitch Client Pre-engagement Form to help us prepare for your first Discovery Session and ultimately your PR rebirth.

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