



Public Relations Services at 3rd3rd Marketing

BUILDING TRUST, VALUE AND REPUTATION.

At 3rd3rd, public relations isn't an afterthought—it's built directly into our lead generation strategies. We combine storytelling, media relationships and reputation management to amplify your voice in the market and ensure your brand earns the recognition it deserves.

Our PR Approach

We believe PR should be engaging, purposeful and measurable. That's why our services are designed to integrate seamlessly with your marketing campaigns, sales efforts and organizational goals.

From shaping your narrative and sharing your authentic stories to measuring third-party outcomes, we provide a full spectrum of PR services tailored to your needs.

Core PR Services

- **Strategy & Storytelling:** Defining PR strategy and crafting compelling stories that resonate with your audiences, whether they're prospective clients, partners, or media.
- **Media Relations:** Delivering earned news articles and also placing stories in national and local publications.
- **Customized Media Lists:** Tailoring outreach ensures your message reaches the right journalists, editors and influencers.
- **Pitch Writing & Distribution:** Crafting clear, engaging pitches that cut through the noise and secure.
- **Content & Planning:** Leveraging editorial calendar development to reach relevant media and their audiences.
- **Releases, Advisories and Online Press Kits:** Creating impactful and effective communication materials that showcase the power of your stories.
- **Digital & Social Integration:** Leveraging press coverage on social platforms and websites to extend reach and engagement.
- **Reputation Management:** Monitoring online presence and guiding responses to protect and strengthen your brand.
- **Event Promotion:** Crafting strategies to boost visibility before, during and after your event—from conferences and community events to product launches.
- **Measurement & Reporting:** Empirical, third-party measurement and reporting to demonstrate impact, refine strategies and prove ROI.



Why Partner with 3rd3rd for PR?

- **Integrated with Lead Generation:** PR efforts aligned with marketing and sales pipelines.
- **Tailored Approach:** Strategies, media lists and storytelling adapted to your brand.
- **Proven Expertise:** Deep knowledge of what resonates in the senior living industry.
- **Results-driven:** Press coverage that's measured, reported and optimized.

Listen to what our satisfied clients have to say.

"You put out great PR!"

"Since we started having 3rd3rd handle our PR, we have seen so much more activity. Great job!"

"Excellent work! It's obvious you understand the industry and can really capture who we are and what we are trying to do."

NEXT STEPS

Let's elevate your visibility and build a stronger reputation in your market. Connect with our team today to discuss how PR can fuel your growth.

Contact: Hello@3rd3rd.com

Website: www.3rd3rd.com

