



18PR Pro

Market Research | Graphics | PR

2019 INFORMATION DECK

Table of Contents:

Page 3-4	Introduction
Page 5	About Us
Page 6	ROI
Page 7	Data-Driven PR
Page 8	What We Do
Page 9	Who We've Worked With
Page 10	Case Study #1 CBD Company
Page 11	Case Study #2 Nonprofit Organization
Page 12	Case Study #3 International Company
Page 13	Case Study #4 Cannabis Tech Company
Page 14	Case Study #5 Smoking Device Company
Page 15	Testimonial
Page 16	Placements
Page 17	Campaign Timetable
Page 18	Pricing
Page 19	Contact Information




Are you happy with your marketing?

**What is your return on
investment from advertising?**



**SEO and social media ads have
limited return**

**We have a unique and exclusive way to
double sales with the same
marketing budget**



We are veteran journalists using our established relationships and news expertise to get you in real news articles, not ads.

We can **guarantee** your brand will be in front of 400 Million and get hundreds of legit backlinks from **top tier news articles**.

Sound interesting? Our results speak for themselves.

**Our unique data-driven model
yields proven measurable ROI:**

Create invaluable trust with customers

First page Google searchability

Thousands of monthly website clicks

Cost per 1,000 reached is <\$1. Standard rates are
\$6 - \$9 for online marketing, TV and newspapers

300+ links to your articles created from other
mainstream news publishers

Data-driven PR sound interesting?

It's what top companies are using to gain impact, branding and boost sales. Netflix even came out with a documentary on the phenomenon.



What We Do:



Create consumer research survey



Analyze data



Create graphics



Guaranteed real news articles



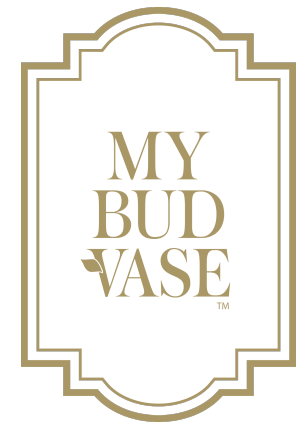
AUTOTRANSPORT
.com



MORINGA
Wellness



KASSI



NUTRAHEMPCBD



Florida Agencies
Serving the Blind
Moving Beyond Vision Loss

VERDE
natural



HURRICANE
HEROES

Quality impact windows, doors, & roofing



ScriptAssist[™]
PHARMACY



NUTRAHEMP CBD

What We Did:

- New York Times Square Billboard Ads
- Local placement in Florida Politics news

Results:

- 150% increase in sales in the first quarter compared to last year
- 25,000 people shared the campaign on social media
- 421% increase in backlinks compared to last quarter

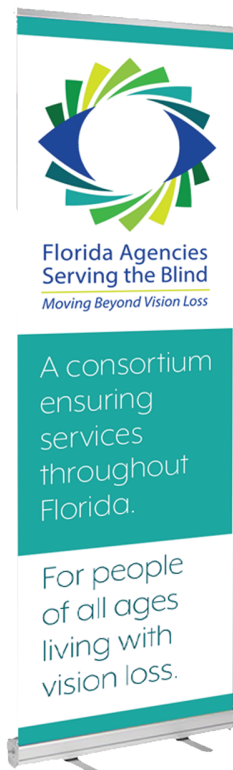
<https://floridapolitics.com/archives/286565-selling-cannabis-on-times-square-florida-company-makes-marketing-history>

<https://honeysucklemag.com/historic-new-years-eve-campaign-puts-honeysuckle-and-cannabis-brands-on-high/>



What We Did:

- Created promo kit for Doctor's to download new software
- Designed packet of 2018 accomplishments
- Placement in Florida Sportsman magazine
- Commercial on DMV TV network



Results:

- Sales of license plates tripled throughout the state
- \$50,000 in 2019 grants

<https://www.18prpro.com/fl-agencies-serving-blind>

<https://youtu.be/nSoXXbAUZZk>

<https://www.instagram.com/beyondvisionloss/>



MORINGA
Wellness

What We Did:

- Placement in Yahoo! Finance
- Placement in Nutrition Insight
- Designed and built e-commerce website
- Social media and Influencer program
- Shipping logistics for US market entry
- Fundraising for Nayamba School in Zambia
- Enduro bike racing sponsorships



Scan me



Results:

- \$150,000 sales in Australia
- Doubled sales in Zambia
- 453 Million impressions
- 257 news outlets re-published articles

<https://finance.yahoo.com/news/moringa-wellness-brand-moringa-infused-110600667.html>

<https://www.nutritioninsight.com/news/moringa-wellness-moringa-is-the-new-turmeric.html>

<https://www.youtube.com/channel/UCJGfza0ZOH-yAGDGGvXRb7w>



What We Did:

- Article placement in Lift & Co
- Article placement in Big Bud Magazine

Results:

- 341,000 impressions
- 2 min. of attention from readers per article
- Trust with US and Canada consumers

<https://lift.co/magazine/high-tech-cannabis-devices-alexa-google-home>

<https://bigbudsmag.com/top-innovations-for-2019-in-cannabis-technology/>



What We Did:

- Placement in Huffington Post Canada
- Placement in Herb.co
- Placement in The Fresh Toast

Results:

- 300% sales increase in one year
- 47,000 Instagram followers
- Canadian Cannabis Award for 'Top Bong'

https://www.huffingtonpost.ca/2018/12/12/weed-etiquette_a_23616474/

<https://herb.co/products/holiday-gift-guide/>

<https://thefreshtost.com/culture/make-your-pancakes-sweeter-with-this-cannabis-maple-syrup/>



Testimonial

"As a highly skilled journalist and savvy businesswoman, Chloe can quickly and accurately assess the subject matter and weave it into engaging and honest stories that are optimized for search engines. She was able to assess weak points in our marketing strategy, and provided creative solutions to bring in fresh energy--and new leads--to our online presence."

Cassandra Maffey, Verde Natural



*Market***Watch**



Lift&co

YAHOO!

NBC NEWS

 **BETTER**

Forbes

BRIT + CO

BUSTLE

Herb

Entrepreneur

 **HUFFPOST** 

Campaign Timetable

Month 1:
Survey Questions & Data Analysis

Month 2:
Infographics & Press Outreach

Month 3:
Press Links & Results

Top Tier

- 4 top tier article placements
- 1 press release
- 1 20-question survey
- Unlimited demographic questions
- Data analysis
- Charts and graphics (10)
- 100 backlinks

High Tier

- 2 top tier article placements
- 1 15-question survey
- Unlimited demographic questions
- Data analysis
- Charts and graphics (5)
- 50 backlinks

Mid Tier

- 1 mid tier article placement
- 1 10-question survey
- 2 demographic questions
- Data analysis
- Charts and graphics (3)

Thank you for your time.

To see if you qualify for our exclusive PR services, we have PR experts ready to set up a video meeting with your team today.

Please call 908-415-6286 or email team@18prpro.com to schedule your consultation.