Access Monthly Activity Plan

Prepared for Amazon Go
May 1–31, 2021
Approved by: Jessica Martin

Core Activity	Description	Estimate
Planning and Strategy	• Weekly and ad-hoc client calls • Budget/Monthly Activity Plan/Monthly Activity Reports • KPI review and benchmarking • Creation of monthly/quarterly focus plans • Crisis support as needed	$2,500
Media Relations	• Update priority media strategic plans / dashboard • Proactive pitching and follow-up on opps such as: Bloomberg News, Wall Street Journal, Retail Dive, Quartz, VentureBeat • Draft pitch and create media list for June store opening, vet local community organizations for possible partnership • Always-On news engine management including but not limited to trendjacking pitching, new reporter identification, relationship building meetings, pitch calendar creation • Spokesperson prep and briefing materials for upcoming media opps	$15,000
News Bureau	• Support all news announcements (review and draft press releases/blog posts and pitches) • Create media strategy and list development • Pitch news and drive media coverage reporting"	$10,000
Content Development	• Develop messages for upcoming announcement • Schedule story mining session for proposed bylines/contributed content • Identify topics from story mining sessions and craft bylined abstracts and articles • Draft bylined articles that align to content spokesperson pillars • Pitch and place byline articles • Manage any and all sponsored media campaigns and creation"	$8,000
Thought Leadership	• Manage speakers bureau grid, including identifying all speaking opportunities and drafting recommendations • Develop speaking abstract for Money 20/20, NACHA • Submit final deck for NRF 2021 speaking opp • Update 2H speaking opportunities	$6,500
Research and Measurement	• Weekly coverage reporting • Measurement dashboard management and reports • Competitive monitoring and assessment • Ad hoc coverage tracking • Monthly reports • Ongoing KPI tracking and reviews "	$2,500
	Core PR Fees Total	**$44,500**
	Core PR Expenses: teleconference/phone charges, general admin, travel, meals, etc.	**$3,000**
	Core PR Total	**$47,500**