



Pay-on-PerformanceSM Marketing and PR Services

Corporate Overview

www.stalwartcom.com

858-750-5560



WHAT IS STALWART COMMUNICATIONS?

Stalwart Communications provides strategic marketing and PR services for companies that are interested in influencing public opinion to generate revenue and increase awareness for other financial purposes.

The Stalwart Communications Mission

To put our money where our mouth is in delivering visible, positive PR and marketing results for its clients.

The Stalwart Communications Vision

To be the standard in how successful marketing and PR agencies positively impact a client's success.

Stalwart's Code of Ethics

Stalwart Communications focuses its efforts on creating results by fostering partner relationships with its clients based on mutual respect. The partnership includes a significant investment by the agency in understanding a company's challenges, goals, and objectives. Stalwart Communications aggressively identifies and capitalizes on press coverage and communication opportunities that can bring about a positive impact on a client's financial bottom line. It also means creating open lines of communication to ensure that the agency always informs its clients of its efforts and so that feedback can be immediately registered and leveraged. This type of arrangement enables Stalwart Communications to remain nimble and responsive to changing client demands and market conditions.

As such, Stalwart Communications' corporate values center on:

- Maintaining the highest degree of integrity
- Conducting activities that hold value and purpose
- Exploring new challenges and risks
- Rewarding and recognizing accomplishments



THE STALWART COMMUNICATIONS VALUE – PAY-ON-PERFORMANCESM

Dedicated to delivering outstanding client service and measurable results, Stalwart Communications is committed to changing the nature of the PR and Marketing service industry. We feel a Marketing and PR firm must act like a good business partner – and that means setting a low hourly retainer rate while tying the bulk of our profits to our ability to perform. You may pay as much for our services as with another firm, but only if we deliver results.

Pay-on-Performance applies to all aspects of public relations and marketing - and not just media relations as some would have you believe. It's all about setting measurable goals and aligning fees accordingly. Here are just some examples:

Crisis Communications

Typical goals for crisis response plans include:

- Reducing the amount of internal resources used to respond to queries
- Effectively getting the corporate message out in a timely manner

Agencies can tie their fee structure to their effectiveness in meeting those goals, such as where and when those key messages were portrayed in a broadcast or print story and how many resonated with key stakeholders. PR firms could also measure their effectiveness by how long the crisis lasted when compared to other similar events.

Internal Communications

An organization can most certainly look at internal communications as a value ad for improving employee retention and recruitment rates. The reduction in employee churn and increase in productivity are indeed quantifiable and mission-critical elements in any organization. PR agencies need to recognize this and be paid for it.

Counsel to Execs

Often times, such counsel is provided to ensure executives can either solidify key messages and/or effectively convey them to their stakeholders and media. PR agencies should create benchmarks as to the capabilities of an organization before and after such counsel and measure the improvements over a period of time. Firms may also find that this program's benefits extend beyond corporate communications to the marketing, product management, sales/customer service and investor relations departments.

The Bottom Line

The underlying question to all of this is whether one believes PR efforts can be measured and benchmarks can be set. To that we answer with an overwhelming yes.



WHAT SERVICES DOES STALWART COMMUNICATIONS PROVIDE?

While some clients may only need us for certain segments of strategic marketing and public relation initiatives, we possess the resources, knowledge and talent to perform all of the below tasks, thus becoming an integral extension of our client's marketing team, or, at times, our client's sole marketing and public relations resource.

Stalwart Communications public relations services include:

- Public Relations Strategy and Planning
- Positioning Campaigns
- Product Introductions
- Media Relations
- Case Studies and Success Stories
- Media Training
- Collateral Production
- Trade Show Support
- Event Planning
- Corporate Presentations

Agency content development services include:

- Press Releases
- Web/Advertising Content
- Byline Articles
- Customer Profiles/ Case Studies/ Success Stories
- Corporate Backgrounders
- Product Overviews & Fact Sheets
- Presentations, Speeches and Informal Discussions
- Product Review Guides

Stalwart's strategic marketing services include:

- Branding & Positioning
- Market Research and Planning
- Primary and Secondary Market Research Tactics
- Competitive Analysis
- Product Launch & Introduction Planning
- Website PR/Marketing Strategy



HOW DOES STALWART COMMUNICATIONS DELIVER CLIENT SERVICE?

Stalwart Communications is committed to regularly communicating its efforts and results to its clients. These reports may include one or more of the following areas:

- Research & Strategy: Trend spotting, positioning and messaging advantage based upon research and analysis.
- Content Development: Delivery of quality content-driven projects that require minimal editing and maintain a focus on accuracy, strategic benefit/value to targeted audiences and news value; ability to handle large/unexpected quantity of projects in a timely manner.
- Opportunity Management: Weekly press coverage updates via e-mail (PDF); weekly reports of pending media and other PR/Marketing opportunities; quantity of interviews and briefings; monthly press coverage reports with assigned reach and value estimates.
- Finance & Administration: Month-end statements of work outlining each department's allocation of time on every task.

Additional tactics as outlined below will also be employed as practical to track Stalwart Communication's success and quantify the agency's return on investment to its clients.

- Maintenance of strategic media relationships.
- Number of developed case studies.
- Publication of impactful case studies.
- Number of developed byline articles.
- Publication of significant byline articles.
- Inbound flow to Web site – URL tracking.
- Inbound inquiries as a result of designated telephone number.
- Track efforts as related to quarterly business goals and objectives for incremental revenue.
- Communications spending managed within approved budget.



ABOUT DAVID OATES, PRINCIPAL, STALWART COMMUNICATIONS

David Oates possesses more than a decade of extensive experience managing marketing and public relations programs on a tactical and strategic level through a long and successful career that spans both agency and government environments.

Most recently, Oates was Marketing Director for Financial Profiles, a 35-year old financial planning software company based in Carlsbad, California. In that role, he supervised all marketing-related strategies and programs, including lead generation, partner/reseller, customer/sales support, brand enhancement, public relations, competitive analysis and market strategy/situation analysis programs.

Prior to Financial Profiles, Oates was the Strategy and Planning Manager for ContentOne, a public relations firm based in Carlsbad, California. In that role, he developed strategic marketing communications initiatives for all of the agency's high-tech clients. Oates conducted market intelligence, analysis, benchmark surveys, perception studies and industry analyst relations while supervising the agency's execution of tactical PR programs in accordance with client business objectives and budget lines.

Oates is an accredited public relations (**APR**) expert affiliated with the Public Relations Society of America. He received his MBA from the Executive Program at San Diego State University in 2004 and his bachelor's of arts from the University of Maryland in 1991.

FOR MORE INFORMATION

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