Brand rollout: Positioning, sitemap, web copy, and more

Iris positioning
(Initial draft.)

USP

Iris is … PR Metrics and Opportunity Management for the Information Age.

Features

PR Metrics
- Metrics (pitch ROI) by employee, account, or campaign
- Reporting dashboard with easy export for sharing with clients
- Pitch history by employee, account, campaign, or contact

Unified Rolodex
- Account and campaign dashboards
- Rel Mgmt (journalists, analysts, bloggers, influencers) with tagging for easy list build and sortable by contact or publication
- Opp mgmt (awards, events, contributed articles) with tagging and deadline tracking

Benefits

Sell. Retain clients – and add new ones – by delivering the metrics they demand.

Optimize. Track performance and build a stronger team with clearer visibility and real data.

Scale. Collect and organize personal contacts, tribal knowledge, and more – all in one place.

Perform. Increase productivity, prevent missed deadlines, and earn more wins per pitch.

Iris positioning
(Approved version.)

All your activity. All your relationships. All in one place.
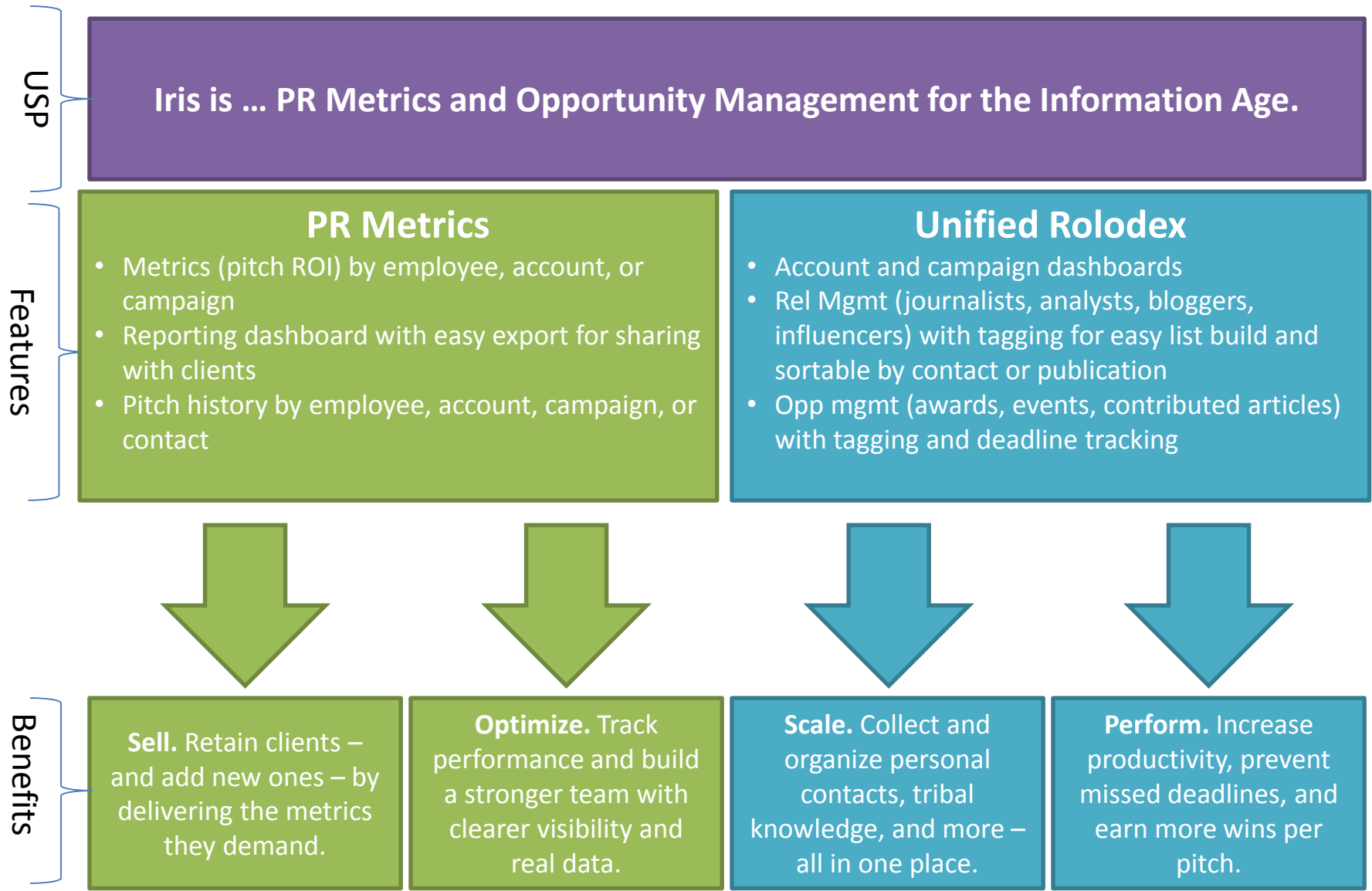*Iris is … PR management and measurement for agencies and in-house teams.*

PR Metrics
Protect your budget by delivering the metrics demanded by bosses / clients / stakeholders.

- Create realistic expectations and track progress based on historical results.
- Calculate success rates by employee, account, or campaign – all in real time.
- Access the info you need to assess programs, campaigns, and team members.
- Slash the cost of reporting by easily exporting data into beautiful reports.

Relationships
Collect and organize contact info, pitch history, and more – all in one place.

- Collect all your contact info and pitch histories into a universal contact database.
- Protect your data as client/agency partnerships change and employees come and go.
- Respect your key relationships by eliminating double pitches and blind pitches.
- Use keyword tagging and sorting to build better lists or find just the right contact.

Deadlines
Reign in the multi-system chaos of PR opportunity and deadline management.

- Reign in the multi-system chaos of awards, events, and editorial calendars.
- Meet every deadline with easily-accessible calendars of key dates.
- Protect your data as client/agency partnerships change and employees come and go.
- Search keywords to build lists of awards, events, editorial calendars, and more.

Campaigns
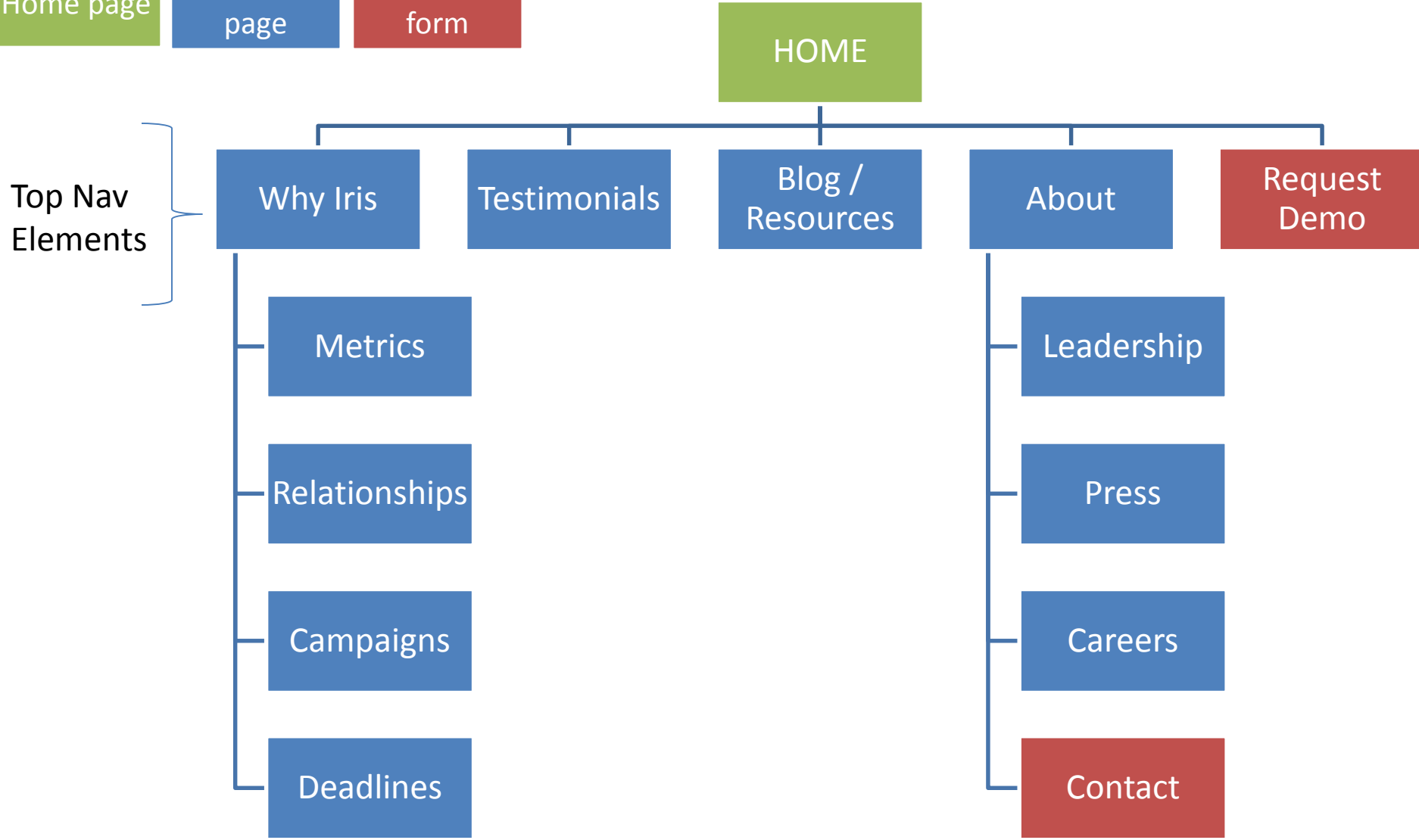Better manage your team with activity and performance tracking and results snapshots.

- Reclaim time previously wasted on reporting and internal communication.
- Simplify list building with searchable relationship and opportunity databases.
- Identify best practices, coach teammates, and adapt if necessary in real time.
- Transform successful campaigns into repeatable playbooks for similar campaigns.

Iris sitemap

(Does not include user functionality (log in, sign up, etc.))

Page Types

| Home page | Content page | Contact form |

HOME

Top Nav Elements

Why Iris | Testimonials | Blog / Resources | About | Request Demo

Metrics

Relationships

Campaigns

Deadlines

Leadership

Press

Careers

Contact

Iris homepage

(Review copy at www.myirispr.com.)

Additional rollout projects

- CRM cleanup in Infusionsoft

- Automated lead nurture in Infusionsoft

- Social media profiles (LinkedIn, Facebook, Twitter)

- Sales deck

- Investor pitch deck