

# RICHTER10.2 MEDIA GROUP Elevator Pitch

Building reach to create sales



Social Media Press Kit™

Social Media Press Room™

A new kind of PR agency

# What We Do

Our product is to create, develop and help our clients close new relationships that result in sales and revenue. We have positioned our entire company and strategies around using new media PR to develop new business for our clients.

We define and focus on our clients' target public, make our clients known to that target public, and cultivate interest and reach from that public for our clients' products and/or services. We use any and all new media tools and strategies available to ensure that we are a major driving force in creating new business relationships for our clients.

Definitions:

**New Media** - Interactive digital media, such as the Internet, as opposed to traditional media such as print and television

**PR** (As we see it) - Making relations with a specific target public audience to develop and continue communication that builds a relationship

Our goal is to consistently deliver new reaches to our clients that improve their sales. We're a brand new kind of PR agency; we focus obsessively to reach out to our clients' target public, develop relations with that public, cause interest and cultivate reach exclusively for the purpose of driving new sales.



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# A Reach Vs. A Lead

While it's easy to confuse a reach with a lead, they are distinctly different, one supremely better than the other. By the explanation below, we'll let you be the judge to decide which one is better....

**Lead:** It's just that - a lead. It's someone that may have some interest. It's a possible business connection or a possible business development opportunity.

**Reach:** It's someone reaching, interested, with a relationship already established. They already know about you, have heard about you and have a general understanding of what you do and now they want more. It's the diamond of prospective clients that you wish you had daily.



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# Our Pay Per Performance Model

We set very specific targets for new reaches (per definition) for our clients that must be hit monthly.

We then use every and any tool we have available to help our clients generate new reaches while helping them turn into and become lasting relationships.

Here's how it works:

- 1) If our client needs 10 new reaches (per definition) to close 1 new client and the value of that one new client exceeds our fee by at least 2 times, the number we would guarantee is 10.
- 2) Our client pays no fee upfront, they only pay us upon delivering the product (new reaches) to them. As in the example above, our client would pay us upon 10 new reaches being delivered to them for the month.

Our pay per performance model works to provide confidence and protect our clients while focusing and motivating our team to perform on their behalf.



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# Our Philosophy and Strategy

Sales is and always has been about people and relationships. A relationship starts with an introduction and a communication which develops interest and reach. Simply put, people like to do business with companies they know and like and have a relationship with.

We have found that one of the main barriers to sales is that the target audience our clients want to go after simply have never heard of them before; in other words, they're not known. This then becomes our first step to handle; we make our clients known to the people they want to be made known to. We then create an introduction and develop the relationship that causes interest and reach for our clients.

## Our Key Objectives

- To define our clients' target public and make introductions with them
- To develop relations with our clients' target public to cause interest and reach
- To create PR and sales tools to shorten and assist the sales cycle
- To create confidence building tools to turn reaches into relationships
- To create aesthetics and perceptions that instill confidence



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# A Few Kind Words About Us

"The team at Richter has become an integral part of our team. We are excited to be partnered with such a quality company that offers exceptional and personal customer service" - **Ron Baksa, Papa Johns**

"I highly recommend them to others wanting to increase their visibility and outreach to prospective clients." - **Patty Cota, Director of Corporate Communications, e.Republic**

"We met them at the right time and they helped us develop a winning scenario for our organization." - **Brett Dulaney, ESPN St. Petersburg Bowl**

"Richter10.2 Media Group has injected life into me and my company. Their honesty, dedication, persistence and professionalism is unmatched, and on top of that, I just plain like them!" - **Dr. James Gatza, CEO & Founder, Total Shake**

"I must tell you that our year was up about 8%. I think that the Twitter thing really was responsible for most of it. Kudos to you! Nobody else in this area in the golf business was up over last year." - **Jefferson Davis, Canadian P.G.A. Professional, Granite Ridge Golf Club**

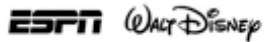


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# Our Reach



ADVANCED TECHNOLOGY EXPERTS



- New York
- Dallas
- Los Angeles
- Sacramento
- Toronto
- Vancouver, Canada
- Tampa
- Orlando
- Colorado
- Oxfordshire, England
- Israel
- Sweden
- Puerto Rico
- Fairfax
- Frankfurt, Germany
- Cape Town, South Africa
- Phoenix
- Portland
- Austin
- Buffalo
- Ohio
- Las Vegas

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# Get in Communication With Us

## Tampa Bay

Bank of America Tower  
600 Cleveland Street 9th Floor  
Clearwater Florida, 33755  
+1 727 447 3600  
+1 727 447 1843 creative delivery  
+1 727 213 6386 facsimile  
[info@richter10point2.com](mailto:info@richter10point2.com)

## Los Angeles

1940 N Madison Ave  
Pasadena CA 91104  
+1 818 749 1402  
[wil@richter10point2.com](mailto:wil@richter10point2.com)

## Cape Town, South Africa

[cecilia@richter10point2.com](mailto:cecilia@richter10point2.com)

## Toronto

Mike Roy  
Managing Director for Toronto  
+1 905 699 7009  
[mike@richter10point2.com](mailto:mike@richter10point2.com)  
Skype: mike-roy



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