



At PenVine, we deliver – whether your goal is achieve organic growth, momentum or fundraising via M&A or IPO, or an exit, we back in a series of activities specifically designed to achieve your goals, on target and time.

Delivering Impact. PenVine is an impact-driven PR partner, solely focused on propelling clients to the forefront of discussions that shape trends, define marketplaces and guide market growth.

Media Coverage. The ultimate measure in PR success, PenVine's extensive media coverage results include consistent, positive editorial placements in a wide range online, broadcast, social and print outlets.

Industry Influencers. Recommendations and referrals come in many forms, the most valuable of which, for B2B companies, comes from business and financial analysts. PenVine cultivates relationships for clients with these important influencers to improve rankings, defend the spotlight, and secure top coverage in reports respected and read by key decision-makers, investors, and top business and consumer media.

Be Seen and Heard. From tradeshow conferences to academic, economic, C-level and invitation-only speaking opportunities, PenVine targets only the most influential global events and effectively positions clients as highly-visible speakers and thought leaders.

Award-Winning Recognition. Best in Show at the World Economic Forum in Davos, Cannes Lion, Webbys, Best in Show at Mobile World Congress, The Wall Street Journal's Next Big Thing, INC 500, Fast Company's Fast 50 – just a few of the awards we racked up for our clients.

Social Media Marketing. From site design and content development to stimulating online engagement, grassroots events, offline-online networking and content marketing, PenVine provides comprehensive social strategy to bring your company into today's social world and lead conversations.

Content Development and Marketing. Writing is what we excel at, what we do everyday. From Website and direct marketing content to brand, sales and product marketing documentation, white papers, contributed articles and press announcements, PenVine has a quick turnaround team of wordsmiths who are already domain experts and brand stylists.

Strategy

- *Market and Competitive Intelligence
- *Executive Communications Program
- *Spokesperson Media Training
- *Messaging Workshop
- *Perception Audit Studies
- *Shareholder/Stakeholder Presentations
- *Corporate Communications Guide
- *Litigation Support
- *Crisis Management

Social Communications

- *SEO and Social-Optimized Announcements
- *Social Media Content Marketing
- *Level 1 CRM Response Coordination
- *Fan/Follower Engagement
- *Community Engagement and Growth
- *Audience Listening and Response
- *Event Marketing
- *Digital Strategy

Marketing

- *Branding
- *Event Marketing
- *Direct Marketing
- *Advertising
- *Website Strategy

Media Relations

- *Announcement Strategy & Development
- *Customer Reference Program Strategy
- *Customer Program Management
- *Association Relations
- *Product Reviews Guide
- *Reviews bookings & Tours
- *Proactive Outreach
- *Rapid Response Initiatives
- *Vertical Breakthroughs
- *Scripting & Reporting
- *Influencer Lunches and Roundtables
- *Press Events

Analyst Relations

- *Manage Relationships & Subscriptions
- *Report Strategy and Negotiation
- *Drive Inbound & Outbound Program
- *Quarterly briefings
- *Reports Calendar Management

Thought Leadership

- *Speakers Bureau
- *Awards Program
- *Blog Posts & Responses
- *Ghostwriting
- *White Papers