

FinTech Credentials

KITE HILL
PUBLIC RELATIONS

*The Agile Tech and B2B
PR and Communications Agency*

2023

**Who
We
Are**

**An Award-Winning Tech PR and
B2B Communications Agency**

Earned Media is At Our Core

Leading the Way in Agile PR

What We Do



**Media
Relations**



**Social Media
Strategy**



**Thought
Leadership**



**Events &
Awards**



**Media
Training**



Crisis Comms



**Comms
Strategy**



Research

Corporate Background

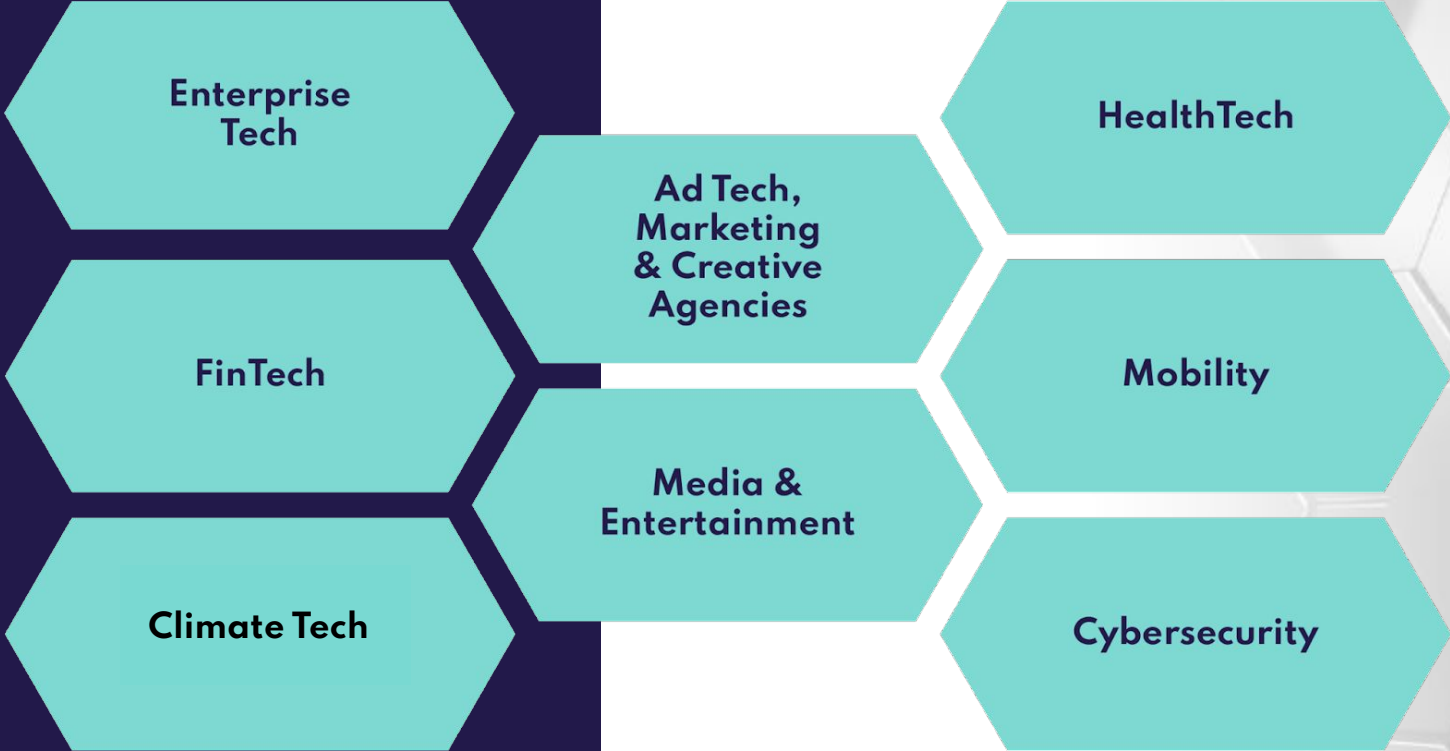
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards for its **best-in-class culture**.



Client Examples



Practice Areas



Kite Hill PR's Core Values

1



Agility

The power of moving quickly and easily; nimbleness

2



Candor

The state or quality of being frank, open and sincere in speech or expression

3



Collaboration

The act or practice working with one another

4



Passion

Any powerful or compelling emotion or feeling

5



Balance

Placing value on the whole self

Our Work

A few examples of how we deliver
for clients.



Overview

Dropp - an early stage startup and micropayments company - came to Kite Hill to support its launch and growth by raising awareness and credibility among key verticals including the media and finance industries.

Solution

Kite Hill deployed a proactive strategy that began with launching the company with a strong backing of a high profile board of advisers and a strong purpose-driven message of bringing financial inclusion to underserved populations. A media relations strategy based on newsjacking and thought leadership allows Kite Hill to secure key wins to elevate Dropp among its key audiences.

Results

Kite Hill's campaign for Dropp earned a **Ragan and PR Daily Award** Honorable Mention in the Traditional and New Media integration category in 12/22.

Generated more than **60** pieces of coverage in **6 months** including **5 podcast** interview opportunities including the **Up Next** and **Around the Coin** podcasts

Secured an earned speaking opportunity with **CES** to discuss **Fintechs and the Promise of Inclusivity and Diversity** which led to new business opportunities in key verticals and coverage in top-tier publications like **TechRepublic** and **InformationWeek**

Increased awareness for platform capabilities by announcing key merchant partnerships to the market including **SubscribeStar, Inara.World and Chillfiltr**



InformationWeek

Crypto and NFTs: A New Digital Footprint for Enterprises?



Making it Work: CES 2022 Show-Goers Soak Up New Tech While Navigating COVID-19 Risk

**FINTECH
FUTURES**

Digital Acceleration Shines a Light on New Challenges Facing Small Businesses

Overview

Dianomi, a UK-based premium financial native content marketplace connecting the world's leading business and financial publishers and financial brands, tapped Kite Hill PR to help establish itself as a thought leader in the US and drive awareness for its growing product and service enhancements ahead of a planned IPO.

Solution

The Kite Hill PR team collaborated with Dianomi to develop and secure publication for insight-rich bylines. Kite Hill helped Dianomi leverage its reach across its publisher audience to develop media consumption and sentiment data for its audience, which in turn helped Dianomi become a trusted source for trade, tech and business media.

Results

Generated **24** published bylines

Leveraged its media consumption data to insert the Dianomi name as an arbiter of premium financial publishing in media coverage

Kept Dianomi top of mind by developing **growth, product and partner news**

Regularly inserted them into industry news to keep them top of mind in **Business Insider, AdExchanger, The Financial Brand** and **The Next Web**, among others



Financial Ad Spend Is Surviving the Pandemic, Says Dianomi

How Advertisers Can Pursue Brand Safety Without Avoiding Sensitive News Content

Your Performance Marketing KPIs Are Obsolete

Why the Taboola and Outbrain Merger Didn't Click

STREET FIGHT



KITE HILL

PUBLIC RELATIONS

Our Approach to

Thought Leadership

Thought Leadership

Areas in which we create thought leadership content



Executive Q&As



Blog Posts & Owned Content



Bylines & Contributed Columns



Planning for the Big Moments

KITE HILL

PUBLIC RELATIONS

Our Approach to

News Creation

Earned Media Is The Most Valuable Content For B2B Decision-Makers

CONTENT TYPES	WHAT B2B BUYERS VALUE
eBooks	51%
Infographics	55%
Whitepapers	71%
Case Studies/ROI	72%
Expert Q&A	77%
Webinars	80%
New Product Updates	83%
Video Content	87%
Press Coverage/Articles	93%
Technical Specs/Materials	95%
Press Coverage/Reviews	99%

Source: Spiceworks Annual Survey of B2B Decision Makers

News Creation

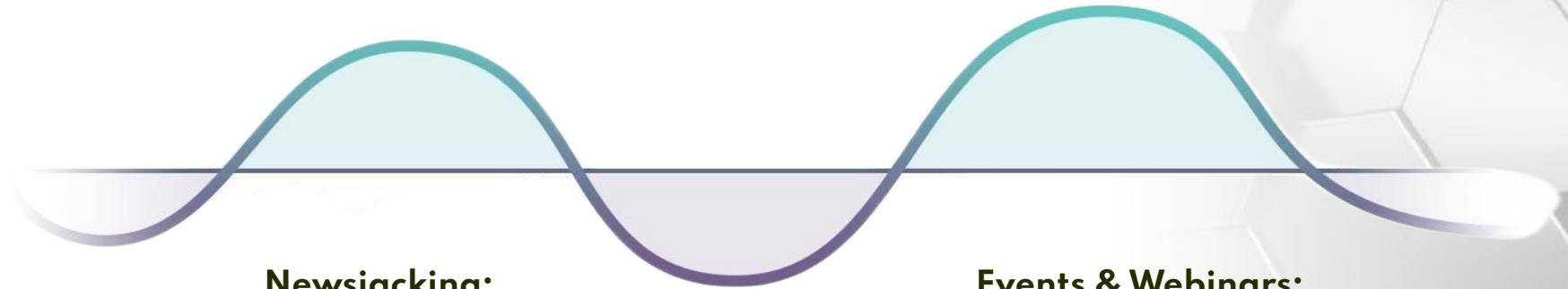
We use a “peaks and valleys” approach to create a steady stream of earned media

Announcement Example:

Series A Announcements;
Portfolio Company News

Announcement Example:

Podcast Updates;
Personnel Announcements



Newsjacking:

Hot Start Up Projections
Davos
Diverse Leadership

Events & Webinars:

CES
Web Summit
NAB

KITE HILL

PUBLIC RELATIONS

Our Approach to

Events & Awards

Events & Awards



Speakers Bureau

We would create a speakers bureau approach to 'earn' spots on key stages clients



Awards

We map out and pursue possible award programs can highlight company offerings and culture



Industry Event Management

Kite Hill assists in managing client presence at conferences, webinars, and executive roundtables



Owned Events & Experiences

We can create and manage signature events for clients to solidify their marketplace position, engage with stakeholders and elevate your industry expertise

Our Approach to Social Media

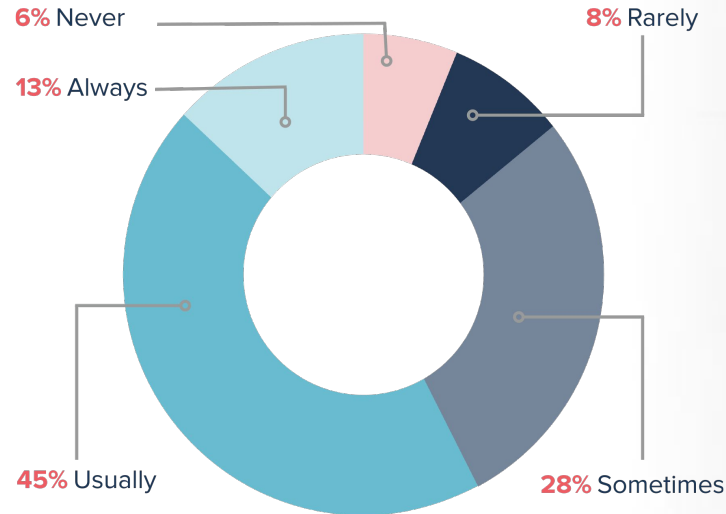
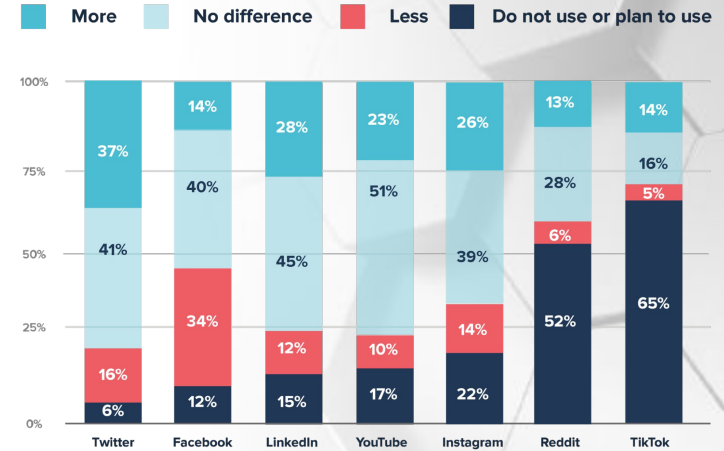
Social Media = The Modern Newsroom

The modern newsroom is
multi-channel.

In fact, 76% of journalists say
Twitter is the most valuable social
network for communications.

Journalists want to use Twitter
more (37%), followed by
LinkedIn (28%), Instagram
(26%), and YouTube (23%).

34% plan to use Facebook
less. 16% plan to use Twitter
less and 14% plan to use
Instagram less.



More than half
of journalists consult a
company's social
media *before*
reporting
on them

Social & “Owned” Newsroom Management

 4k



Collaborative Editorial Platform For Staging Owned and Social Media



Earned Media Amplification: Tight Integration of Paid and Earned



Inform Long Form Content and Blog Posts

Process & Measurement

Measurement and Analytics

Our data-driven approach leverages standard and customized metrics to inform our PR strategy. Leveraging media measurement platforms, **we focus on quality over quantity.**

1

Standard Tracking

- Real-time media monitoring
- Share of Voice (SOV)
- Volume/source of coverage
- Quarterly analysis

2

Customized Tracking

- Google analytics
- Sentiment analysis
- Social media
- Competitor analysis



Thank You!

Drop us a line

11 Broadway, Ste. 855 - New York, NY 10004

KITEHILLPR.COM

HELLO@KITEHILLPR.COM