

Credentials

HealthTech

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

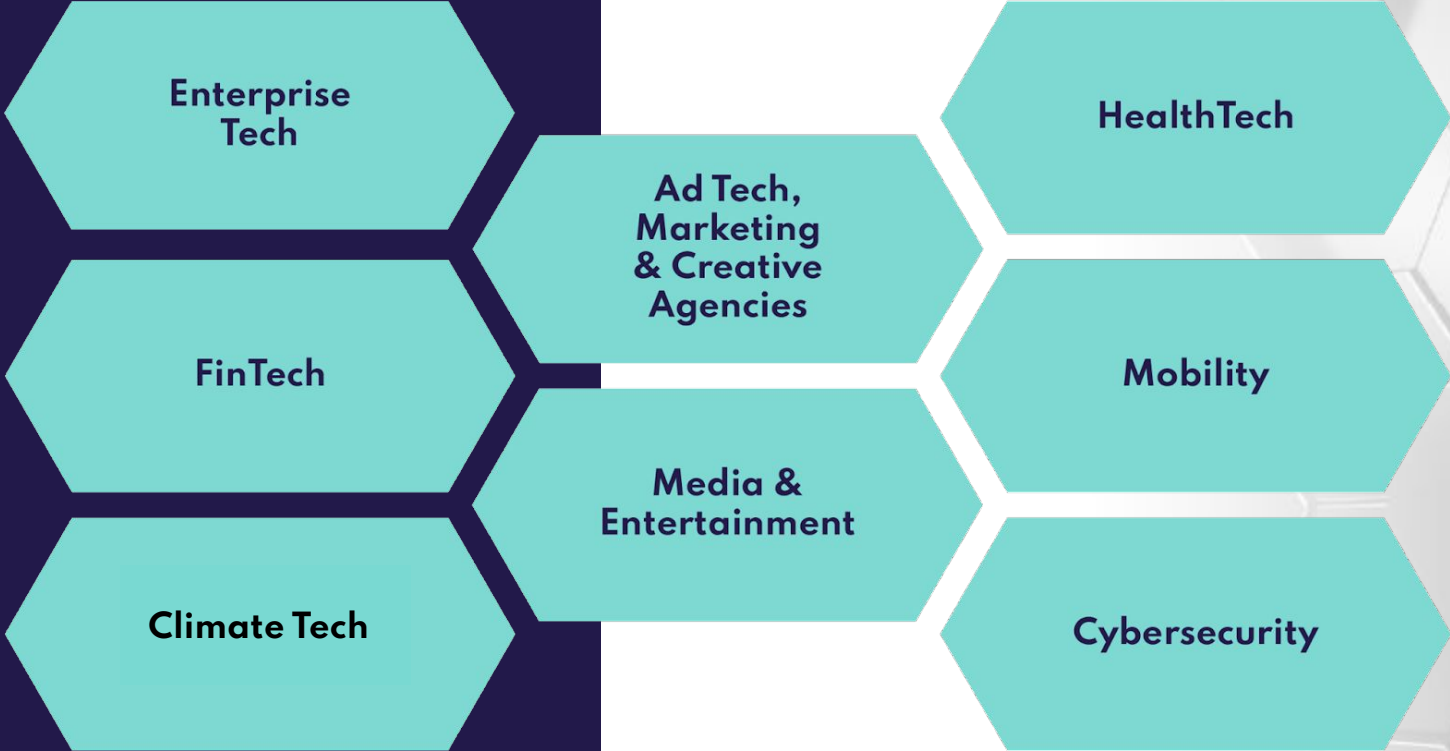
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards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

Doceree

Overview

Doceree is a global, programmatic platform for healthcare brands. The company wanted to increase awareness among targeted business audiences in the US and to establish a robust thought leadership program.

Solution

Kite Hill created an earned media strategy and launched a thought leadership program that drove significant media impressions and engagement. Kite Hill developed a growth announcement for the company and an executive visibility program around its founder and global CEO, pegged to a book launch around point-of-care (POC) marketing. The Kite Hill team secured multiple interviews for the CEO with top-tier medical publications that further cements his profile as a true expert and leader in the health care industry.

Results

Generated more than **8 pieces of coverage** from **July 2022 - September 2022**, totalling nearly 600K targeted impressions.

Developed, wrote and placed **multiple byline articles** in three months and more than doubled the amount of executives on the thought leadership bench.

Regularly inserted Doceree into industry news to keep them top of mind in **MM+M, AdExchanger, AW360 and Healthcare Business Today**.

Doceree

**HEALTHCARE
BUSINESS TODAY**
COVERING THE BUSINESS OF HEALTHCARE AND MORE

**What Current Digital Point-Of-Care
(POC) Marketing Lacks and How
Pharma Can Tackle It**



MM+M MEDICAL
MARKETING
AND MEDIA

**Doceree CEO Dr. Harshi Jain publishes
book on medical marketing strategies**

HIT
CONSULTANT



**Concerns About Advertising Using
Health Data Are Rising. Where Does
HIPAA Apply?**



Overview

Physician community Sermo – with 2 million doctors actively part of its network worldwide – sought distinguish the company, elevate their CEO’s profile and drive more physicians onto their network. They enlisted Kite Hill to develop a more effective earned media program and secure media opportunities for the Sermo platform.

Solution

Kite Hill used Sermo data to engage with media and inject Sermo into the media conversation around a range of health related topics. The agency also keyed in on CEO Peter Kirk’s extraordinary personal health journey via feature push and thought leadership program, and supported the company’s pro-social activation, Run With Peter, with influencer outreach and earned media.

Results

Secured a feature profile for Peter in *Runner’s World* and *Everyday Health*.

Regularly pitched Sermo to publications like MM+M around health industry topics such as COVID, monkeypox, President Biden’s Cancer Moonshot Initiative and more to keep them top of mind and resulting in coverage.

Supported the broader Sermo Medical Advisory Board (MAB) with media opportunities, highlighting individual areas of expertise.

Activated key physician influencers to drive participation and awareness of the Run With Peter event, which raised \$250K to advance medical research and secured 2,000 doctor participants from 70 countries.



Doctor-led Running Event to Raise Funding for Medical Research Launched



After Receiving a Life-Saving Stem Cell Transplant, This Runner Aims to Raise Money for Medical Research



Survey: HCP concern about global monkeypox outbreak increases



Overview

For five years, Kite Hill has worked with PulsePoint to elevate its share of voice within the industry while elevating its brand awareness in the business, advertising and healthcare trades. Throughout this journey, Kite Hill has helped PulsePoint to tell an impactful story to industry press and peers about its industry leadership.

Solution

Kite Hill created a strategic PR program utilizing media relations, thought leadership key PR moments to deliver PulsePoint's message to key audiences. Notable campaigns during the program included:

Results

Kite Hill directly secured **107** pieces of original media coverage on behalf of PulsePoint from January 4, 2016 - June 15, 2018. Since January 1, 2018 Kite Hill has secured **16** pieces of coverage and contributed to the below results on behalf of PulsePoint:

- o Total social shares: **185**
- o Total UVMs: **697,641**
- o Total journalist reach: **32,998**

Kite Hill assisted PulsePoint in securing drafting and reviewing **13 bylines**

PulsePoint



Entrepreneur.

Being a Trusted Leader: What You Need to Know As Your Company Grows

DIGIDAY

How second-price auctioning can create headaches for publishers



Why Content Marketing Makes Ads Matter

FORTUNE

5 ways to lead better meetings

The Drum™



AdAge

MediaPost

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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

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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

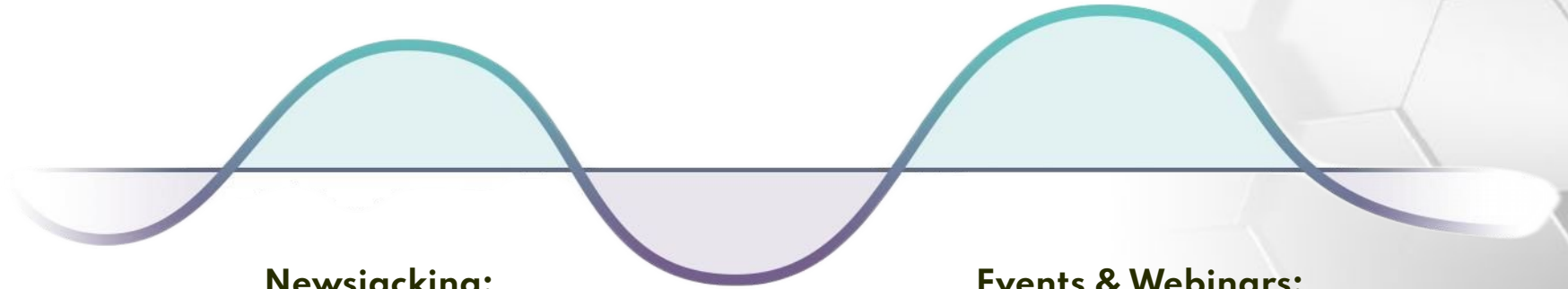
We use a “peaks and valleys” approach to create a steady stream of earned media

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

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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

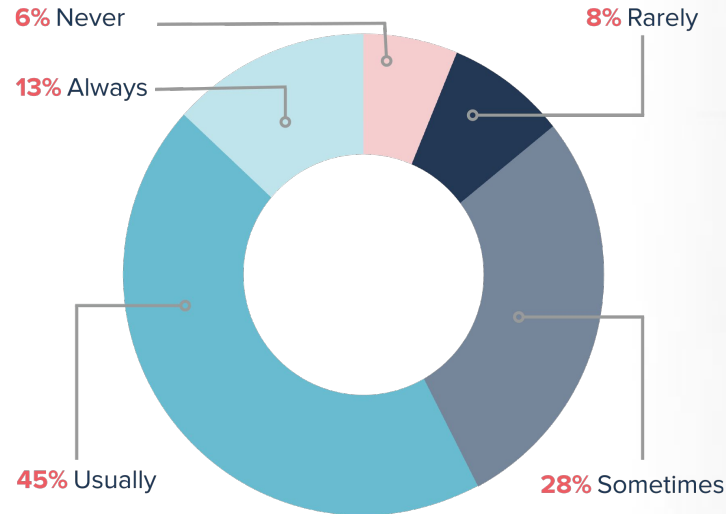
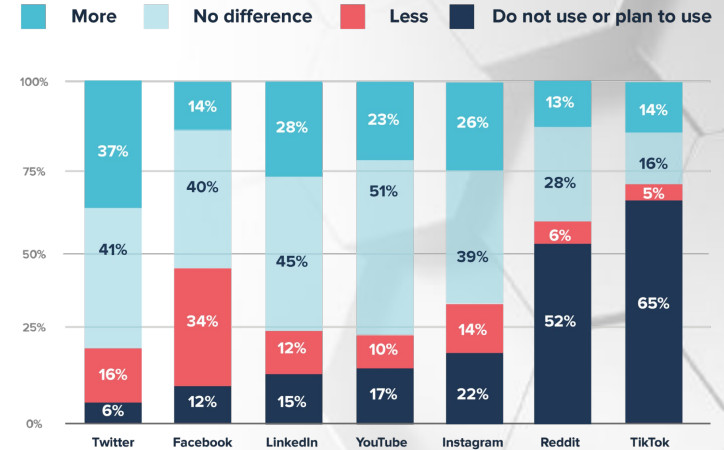
Social Media = The Modern Newsroom

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

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