

How RepRelations Works with PR Agencies

| Stage | Description | Timing |
|-------------------------------|---|---|
| Proposal | Once a potential client has been identified RR creates a proposal that addresses the needs of the client. The PR Agency suggests changes and once made presents it to the client for approval. | This process typically takes 7-10 days. |
| Planned Search Profile | Once the proposal has been approved we know what needs to be removed from the top results. We now work on what the client wants to see instead. This too is approved by the PR firm. | This process usually requires a 1 hour conference call. |
| Project Start | Once approved, RR is paid in advance for month #1 and begins work | Within 2 weeks of proposal we are already at work. |
| In-person meeting | Client Manager on our end stays in touch with the account manager at the PR firm. We usually plan a F2F meeting with the managers on both teams during the first month of the project. | Usually within 4 weeks of start date. |
| Bi-weekly reports | Client Manager at RR reports to the PR firm at least every other week – and typically more frequently to describe the efforts and the changes as they appear in the search engine results | Every 1-2 weeks for the first several months – once in maintenance mode, the frequency goes down to about once/month. |
| Press Coverage | The PR agency communicates directly with the account manager concerning any news/articles as they appear – RR can help make these more effective as Reputation builders. | Ongoing via email. |
| Client Feedback | Client feedback at every stage is communicated by the PR Agency to the RR Client Manager. | Ongoing via email. |
| Maintenance | Once the negative results are out of the top ten we turn our efforts purely to working on the positive reputation – while keeping negative results moving further down. We also continue the focus on cleaning up negative results for MSN and Yahoo, should any remain | Begins once negative results are out of the top ten – as described in the contract. |