

FINESSE PUBLIC RELATIONS LLC

CAPABILITIES STATEMENT

BUSINESS SUMMARY

Finesse Public Relations provides strategic public relations, social media and marketing communications services to business-to-business brands.

Specializing in the food and beverage ingredients sector, Finesse PR excels at helping clients become the go-to experts in their industry, telling their unique story in a way that drives business goals and garners positive exposure in the right places.

THE BUSINESS DRIVER SOLUTION

Our proprietary Business Driver Solution is specially designed to drive more sales opportunities by reaching and communicating with your ideal customers through targeted industry media. We use our proprietary Front-and-Center process to expand your credibility, grow your visibility and attract more business opportunities.

BENEFITS

Benefits for doing this work include:

- Becoming the No. 1 trusted brand in the food and beverage ingredients industry by being seen and heard where it matters.
- Positioning yourself as the go-to expert in the industry and solidifying your brand as the first choice for your customers.
- Telling your unique story in a way that attracts customers and drives your business goals.
- Getting professional guidance from industry-specific PR experts so that you're seen everywhere that matters.

Bottom line, we're going to help you stand out and build relationships so that you grow your business.

MISSION

To help B2B food and beverage companies stand out and build relationships that drive business.

SERVICES

- Communications and media audits
- Content development
- Crisis communications planning
- Editing
- Focused media relations
- Media training
- Monitoring and evaluation
- News releases
- Opportunity mining
- Product launches
- Social media strategy and outreach
- Strategic public relations and planning

INDUSTRY CLIENT EXPERIENCE

- FrieslandCampina
- Glanbia Nutritionals
- Kerry
- Icon Foods/Steviva
- Sensient
- Wisconsin Beef Council
- Wisconsin Milk Marketing Board

MEMBERSHIPS

- Institute of Food Technologists (IFT)
- Public Relations Society of America (PRSA) - APR
- SupplySide 365
- Unified Strategies Public Relations (USPR)