

Analyst Relations Kick-Off Package



- Get noticed
- Accelerate sales
- Position with investors
- Fine tune your product design and GTM plans

Industry analysts, like Gartner, Forrester and hundreds of others, can have a huge influence on your business. Working with them is a daunting task for any company, and if you're small, growing fast, and resource constrained, it is overwhelming.

All too often this and the lack of knowledge about which resources, budget or content is required to successfully launch an Analyst Relations program leads to costly postponing and avoidance. Bring in an expert who has been doing this for years, knows how to play the game, and can help you use analysts to meet your goals sooner. Hit the ground running with little investment or effort on your part.

The standard package takes 2 months and provides 7 deliverables

- ▶ 1-year AR plan, including all engagements and activities
- ▶ AR goals and metrics aligned with your business objectives
- ▶ List of 10 prioritized analysts, plus key reports and peer review sites
- ▶ Introductions to prioritized analysts
- ▶ Analyst deck and preparation for initial briefing
- ▶ Investment recommendations-- how to spend the least for the most results

Investment

- flat fee for all deliverables (\$10k / €9k)
- your company's time commitment is minimal, and mostly involves collaboration on the initial briefing deck

Need less? Need more? Need Different? Any Questions?

Let's talk: ARKickOff@keacompany.net

US: +1 949 556 3675 | EMEA: +49 2871 476 1196

