



DON'T HIRE AN AGENCY

# **Build a Partnership**

LOTUS823 CAPABILITIES

SMART HOME | ROBOTICS | GAMING | AUDIO | PET TECH

# Build a Partnership

lotus823 helps consumer tech, home and lifestyle brands gain visibility, drive relevant traffic and increase sales through our PR and marketing strategies.

## Our Guarantee

We guarantee to serve as a partner that feels like a natural extension of your team and deliver transformative results through proven methodologies and customized strategies.

## Our Legacy

Experience and accolades speak for themselves - our team has 30+ years of combined expertise and has been recognized for 60+ industry awards.

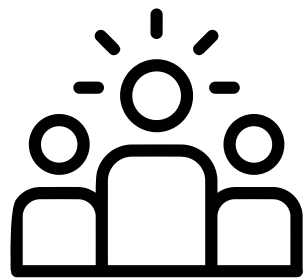
**“Everything you promised,  
you delivered – and now  
you’re turbo-charging on the  
e-commerce side.”**

Avishai Greenstein  
Brand Manager  
Method Sourcing

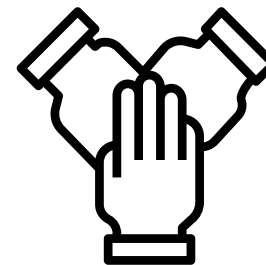


# Partnership Benefits

Onboarding, strategy and relationship tactics for a successful campaign and partnership.



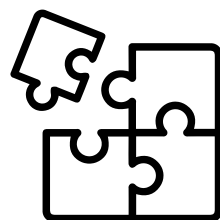
**Dedicated Account Manager & Team**



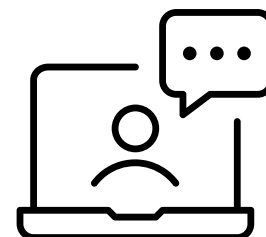
**An Initial Brand Immersion Meeting**



**In-person Meetings - up to 2/year**



**Customized Strategy Creation**



**Ongoing Strategy Calls**



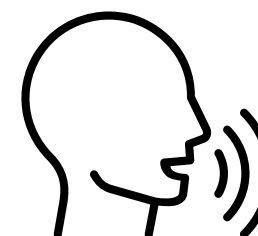
**Benchmark Reports**



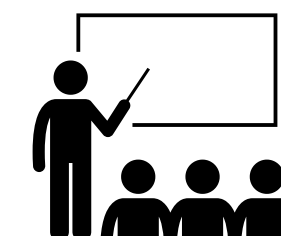
**Comprehensive Quarterly Reports**



**Bi-Annual Brand Audit**



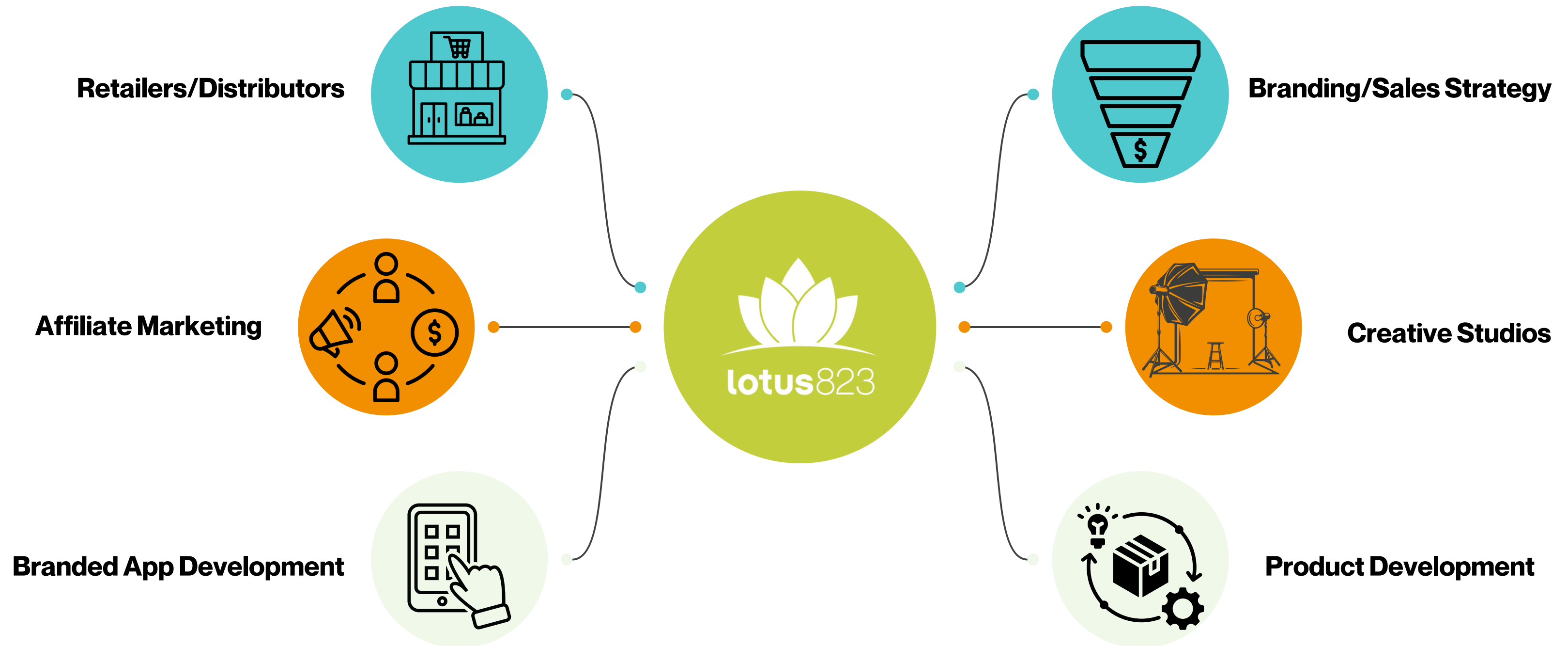
**Brand Voice Workshop**



**Media Training**

# Well-Connected, Strategic Partners

With an extensive referral network, we seamlessly connect you with our trusted industry experts specializing in various fields to elevate your business to new heights..





**SERVICES**

# PUBLIC RELATIONS

**GOALS:** Grow brand awareness and/or thought leadership

## MEDIA & INFLUENCERS

- Ongoing pitching
- Media monitoring
- Sample coordination
- Vetting & negotiation

## PAID OPPS & AWARDS

- Vetting & negotiation
- Content creation
- SMT coordination

## EVENTS & ACTIVATIONS

- Exclusive media events
- Custom activations
- Trade show support

## CONTENT CREATION

- Press releases
- Case studies
- Blogs/website copy
- Social media content

# INFLUENCER MARKETING

**GOALS:** Grow brand awareness, encourage online sales, increase social media engagement and community, and/or establish instant credibility

## STRATEGY & RESEARCH

- Strategy creation
- Researching influencers
- Vetting partners

## OUTREACH & COORDINATION

- Ongoing outreach
- Sample coordination
- Content review

## NEGOTIATION & APPROVAL

- Contract negotiation
- Content editing
- Content approval

## MONITORING & RESULTS

- Coverage tracking
- Partnership management
- Coupon code management

# SOCIAL MEDIA MARKETING

**GOALS:** Grow brand awareness, increase engagement and community, increase sales, and/or increase website traffic

## CONTENT CREATION

- Brand Voice Workshop
- Writing engaging posts
- Photo shoots
- Video creation

## ADVERTISING CAMPAIGNS

- Ad copy and creative
- Multiple campaigns per month
- Ongoing monitoring and optimization

## COMMUNITY MANAGEMENT

- Platform management
- Monitoring and responding to comments/questions

## PLATFORM MANAGEMENT



# CONTENT MARKETING

**GOALS:** Increase website traffic, increase brand awareness, grow community and engagement, and/or increase credibility

## BLOGS & WEBSITES

- Optimized for search engines
- Written for humans
- eCommerce optimization

## THOUGHT LEADERSHIP

- Case study creation
- Award entries
- Interview prep
- LinkedIn articles

## EMAIL MARKETING

- eCommerce emails
- Newsletters
- Automation
- Community building

## VISUAL CONTENT

- Product photos
- Lifestyle photos
- Branded videos
- Social media videos

# EVENTS & TRADE SHOWS

**GOALS:** Increase brand awareness through enhanced media/consumer exposure

## EVENT COORDINATION

- Custom event creation/strategy
- Event logistics
- Vendor coordination
- On-site support

## TRADE SHOW SUPPORT

- Media outreach
- Media appointments
- On-site support
- Award entry
- Media training

## MEDIA TRAINING

- In person or virtual
- Public speaking tips
- Understanding your angle
- Confidence building

## EXPERIENTIAL ACTIVATIONS

- Custom activation creation
- Engage with media and/or consumers
- Make an impression

# Smart Living Showcase

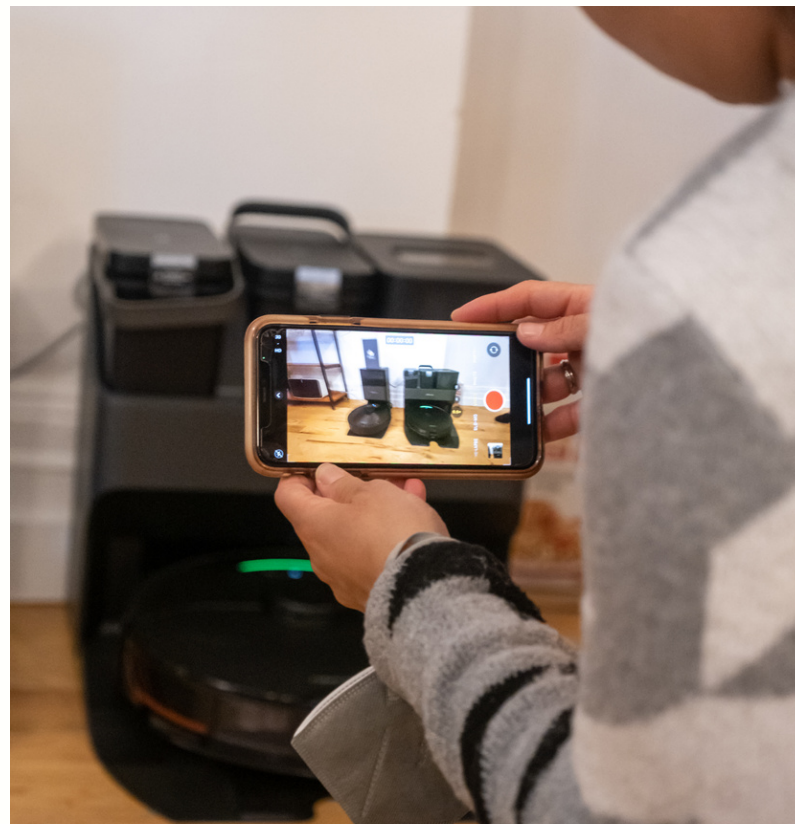
## An Exclusive Media Event

Showcase your products in their natural setting to top-tier media

lotus823's Smart Living Showcase provides a home environment, with no competitors, to connect you, your brand, and your products with the media.

This allows the media to experience your product exactly as it should be used. No booths and tables here!

- Home setting space to display products for demonstration
- Product exclusivity
- One-on-one opportunities with top media contacts
- Professional photography and videography
- Food and open bar
- WiFi, electricity, signage



tom's guide



GOOD  
HOUSEKEEPING





**RESULTS**

# IN GOOD COMPANY

lotus823 has worked with brands of all sizes across a variety of industries, including technology, home and housewares, tabletop, pet, apps, healthcare, non-profits and more.





## PUBLIC RELATIONS

### SMART HOME - ROBOTICS - PETS

#### Last-Year Results Out of 3-Year Partnership

##### Goals:

- Generate awareness through key editorial placements
- Position Roborock as a desirable and trusted lifestyle brand that consumers feel comfortable investing in
- Successfully launch new products

##### Strategy:

- Implemented a PR outreach strategy that targeted outlets in the lifestyle, housewares, and technology industries
- Drafted award submissions and press releases that positioned Roborock as a thought leader in the industry
- Consistently recognized new opportunities that furthered the brand's goals

##### Results:

- Total Media Impressions: Over 39 Billion
- Total Media Coverage: 949 secured hits
- Award Wins: 10+

"Within 12 months of collaboration, the team's media share of voice has steadily increased and exceeded the monthly KPI's. Lotus823 consistently delivered on follow-ups and inquiries. The team is professional and hard-working."

Dan Cham, Public Relations Manager

People

THE VERGE

CBS  
NEWS

digitaltrends®

Bustle

Better Homes  
& Gardens

# Bamboozle™

## PUBLIC RELATIONS

### HOUSEWARES - TABLETOP - ECO-FRIENDLY

### 3 Year Partnership

#### Goals:

- Generate brand awareness
- Gain exposure across a variety of consumer outlets

#### Strategy:

- Develop an all encompassing PR strategy
- Focus on securing top-tier media coverage
- Amplify messaging about eco-friendly brand in new and engaging ways

#### Results:

- Annual Media Impressions: Over 18 Billion
- Annual Media Coverage: 500+ hits secured

House Beautiful heavy. Forbes

The New York Times bon appétit

*"While PR work can be tough to gauge, the company has experienced a remarkable increase in sales after partnering with lotus823. The internal stakeholders are impressed by the quality and efficacy of their work. The team is also very communicative and receptive to client requests and concerns."*

Avishai Greenstein | Bamboozle Brand Manager



# peerless-AV<sup>®</sup>

## B2B PUBLIC RELATIONS

### Ongoing Partnership - 9+ years

#### Goals:

- Grow brand awareness in new verticals, including hospitality, education, entertaining, healthcare, and more
- Position the brand's executives as thought leaders in new and existing areas of service

#### Strategy:

- Implement a multi-tier strategy focusing on the knowledge and experience of experts at Peerless-AV
- All encompassing PR tactics, including trade show management, media relations, webinar management, thought leadership byline development, case study/white paper development, and executive media interviews

#### Results:

- Annual Media Impressions: Over 1 Billion
- Annual Media Coverage: 275+ hits secured

*"Selecting lotus823 as Peerless-AV's PR and digital marketing agency was one of the best decisions our company has ever made. From the get-go, we saw an immediate and drastic improvement in PR and media coverage.*

*Beyond the PR value they bring, the lotus823 team has proven they understand our business and value proposition. They are true content craftsmen, positioning our brand and executives as thought leaders and trust agents through blog posts, case studies, bylines, and more. The team is consistently professional and reliable, continuously going above and beyond and exceeding expectations.*

*In short, lotus823 feels like a natural extension of our internal team and is a pleasure to work with."*

John Potts | Peerless-AV President

**AVA** DIGITAL  
AWARDS

pyramid  
AWARDS

PR Daily's  
**MEDIA  
RELATIONS**  
AWARDS

PRNews  
★PR AGENCY ELITE★  
BENCHMARKING  
THE TOP PR FIRMS



## INTEGRATED MARKETING

12-MONTH PERIOD WITHIN A 9+ YEAR PARTNERSHIP

### Goals:

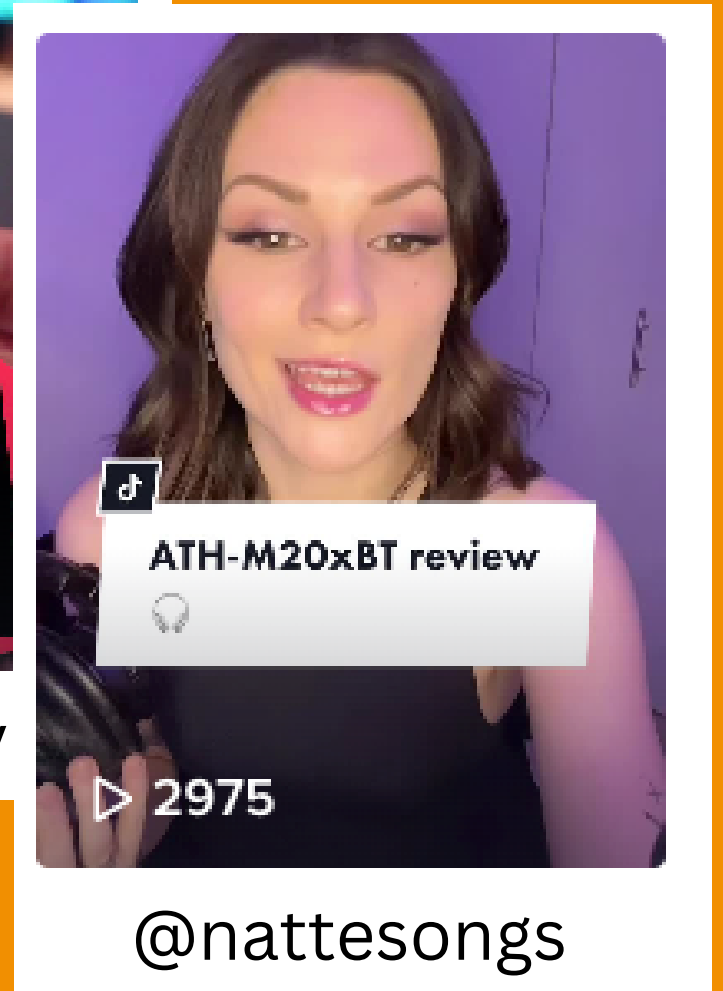
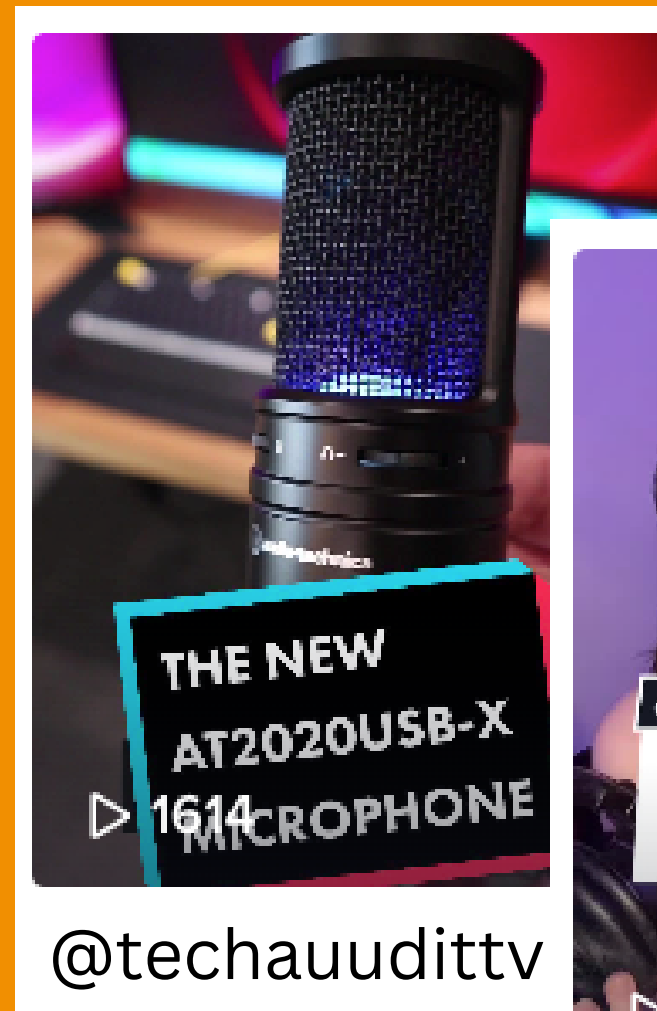
- Use public relations, influencer partnerships, and organic and paid social media to expand the positioning of Audio-Technica as a leader in the industry not only for professionals but for everyday consumers.

### Strategy:

- Increase brand awareness across different verticals
- Create influencer campaigns to increase website traffic
- Increase brand awareness, engagement, and followership across social media

### Results:

- Secured 8 billion media impressions
- 59.40% increase in sessions from referral traffic compared to previous year
- 500k video views and 1.6 million impressions from influencer partnerships
- 220.08% increase in Facebook page sessions with a 1,721.5% increase in impressions
- Created TikTok account generating 1.1M impressions and 10,329 clicks



Forbes

The Verge

Rolling Stone



# ECOVACS

## DIGITAL MARKETING 1.5 YEAR PARTNERSHIP

### Goals:

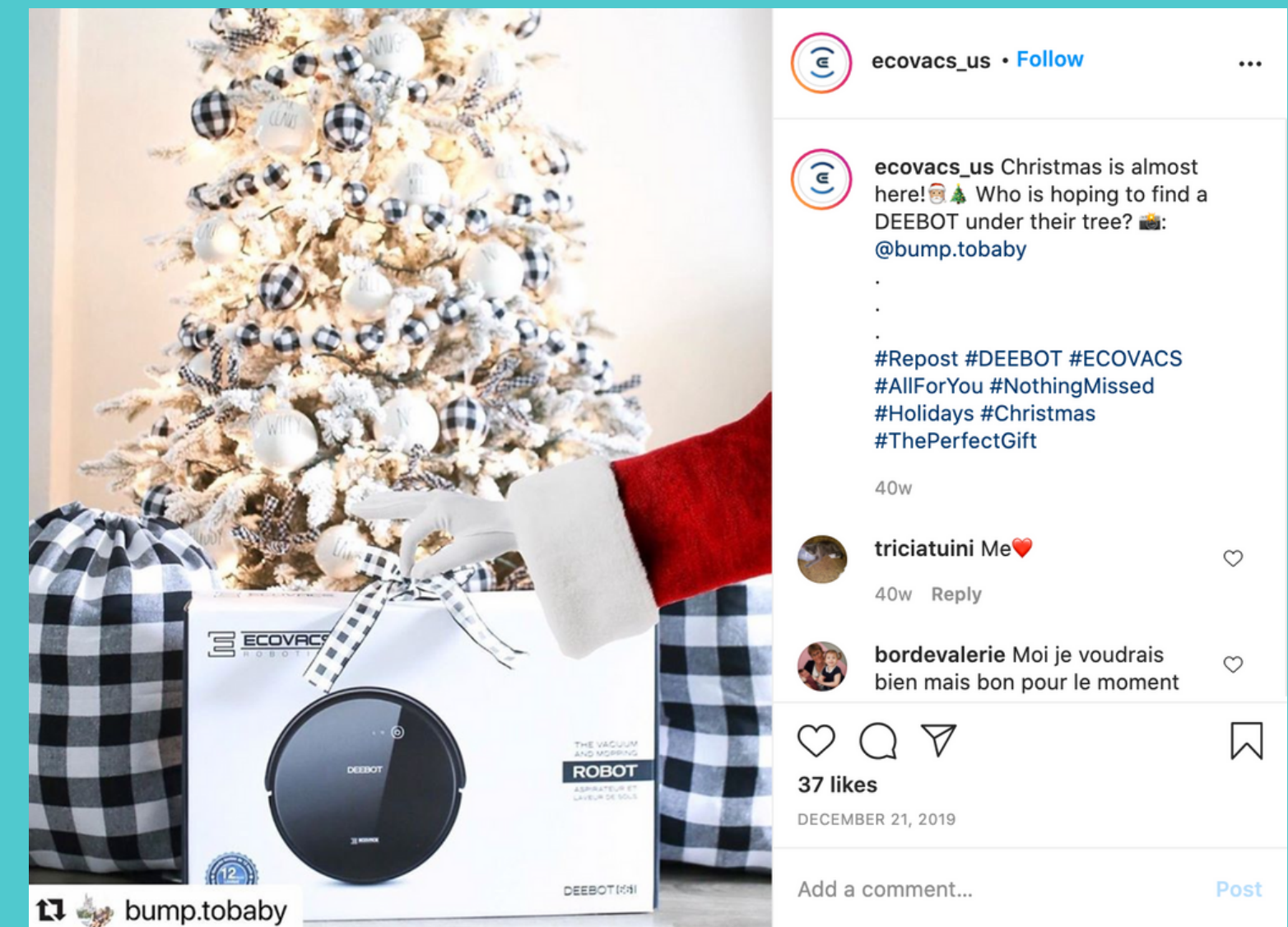
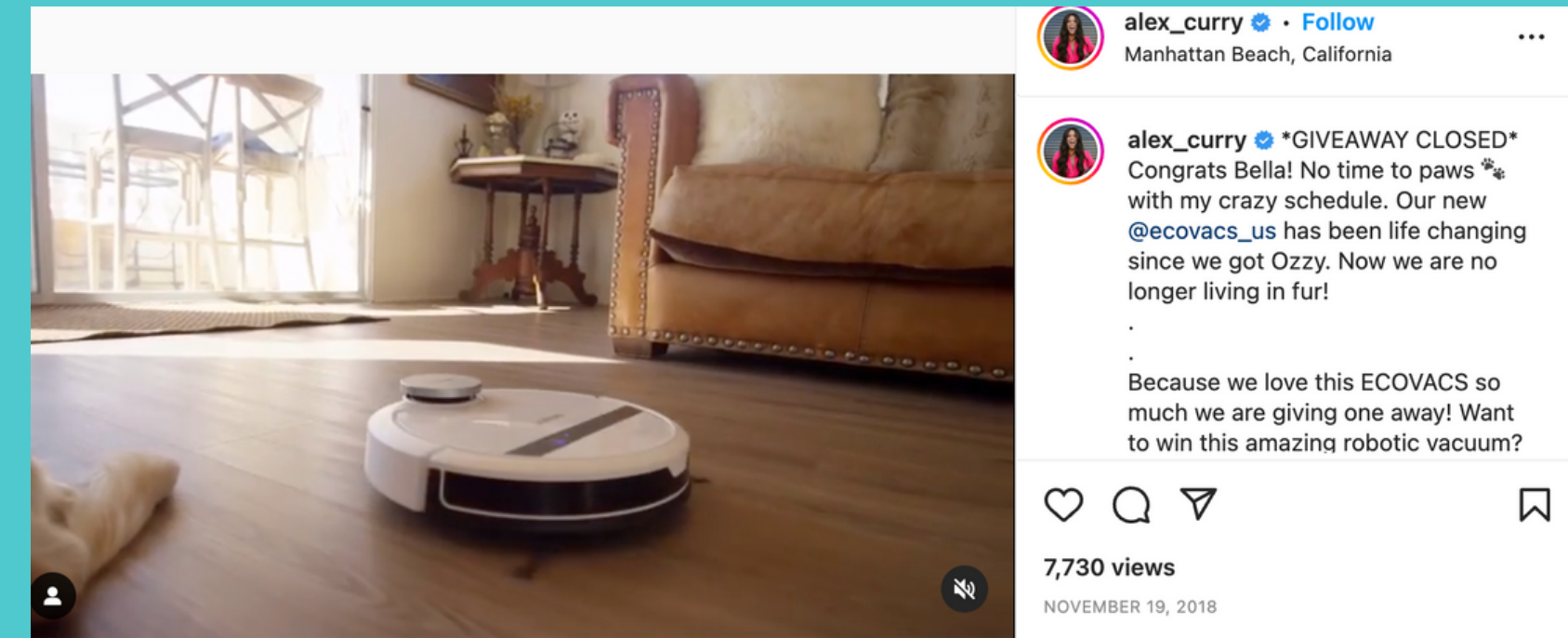
- Development of a multi-pronged strategy addressing ECOVACS' social media platforms and influencer marketing partnerships

### Strategy:

- Comprehensive management of ECOVACS' social platforms, managing organic content creation and publishing, community management and engagement, and social advertising across platforms
- Execute targeted Google Ads highlighting deals to drive significant traffic to the brand's top retailers
- Develop strong relationships with relevant influencers who would help further promote the brand to its audiences

### Results:

- Increased Facebook followership by 155%
- Garnered CTRs up to 30% higher than industry averages
- Reached an average cost per engagement on Twitter ad spend that is 90% below industry averages, realizing only 13 cents per engagement on Twitter ad spend
- Helped ECOVACS support its retailers by driving more than 78,000 potential shoppers to deal-specific landing pages





# Build a Partnership

We're here whenever you're ready to get started.  
Get in touch with one of our marketing experts for a free, 30-minute consultation, anytime.



**ELAINA WHELAN**

Partnership Strategist

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We can't wait  
to hear from you!



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