

EST. MMXI
STIPPA GOOD

PRESENTS

Micro Mighty PR

Results Guaranteed, or No Cost To You*

*T&C Apply: Applied only to 'Joint Efforts' offering

This programme is exclusively for...

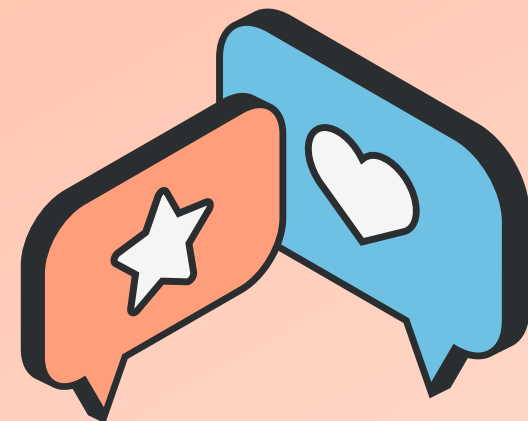
**Malaysian SMEs with
Local Spokesperson
#SapotLokal**

We want to support our local
business looking to build
awareness for their brand.



**Annual Revenue
Less than RM2 million**

Our focus is to support smaller
businesses. We can create a
separate package for those above.



**“Without the right connections, you won’t get the
awareness you deserve.”**

-Suppagood



The Problem



Need more revenue

You're buying ads on social media - at least you can measure ROI... but you feel limited to other options to acquire more sales.



Small budget

You have limited parameters in your marketing budget and with so many options, you're unsure which is the smartest choice.



No time

You're most likely wearing multiple hats in your company and it feels like you don't have the time or energy to bootstrap doing PR too!





The Solution

What if you had an experienced agency on hand that could get you the results without breaking the bank? So here's what we can do for you.

1

Essential Services

We've got essential PR services in small chunks, with experienced professionals to help you execute the work.

2

Mix and Match

Mix and match for the most optimised bang for your buck. Of course we'll give you our strategic advice on which to go for!

3

Joint Efforts

Joint PR tactics allow you to share the cost with other brands and share the costs.

4

Results-based Payment

If we take you on, you only pay when we have secured an interview, mention or review as results.



Mix and Match Offerings

Foundations

RM 2800 ea + SST

Every company requires some basic communications. If you're new, or need a refresher, these are for you.

- **DIY PR Kit**

Spokesperson & Company Profile, press release template

- **Website**

4 pages, page layout, copywriting, stock images (Hosting not included)

- **Social Media**

5 pieces x User generated content

Essential Services

RM 3800 ea + SST

Need more credibility and exposure? Here are PR tactics that will be tailored to your brand and message.

- **Press Release**

Creation of press release, dissemination to media

- **Media Interview**

Targeted pitch to pre-approved media titles, media briefing, facilitation

- **Crisis Preparation**

Table top session with a framework of how to respond to 5 scenarios



Joint Efforts*

Think about group buys - the more people participate, the more economical it gets.

How it works:

This shared service with other brands will help to reduce your cost through a single pitch with media houses

**RM 1,500 to join, pay for results.
Total capped at RM6,000 incl.
joining fee (excl. SST)**

Join any of these PR Initiatives with other brands:

- **Joint Media Interview Pitches:** Best for profiling Founders.
- **Joint Media Blast:** Best for announcing a new product/service or reminder for the season. Thematic media blast which will likely appear as a mention in editorial pages. Eg. Mother's day.
- **Joint Curated Media Drops** - Get your product in front of top editors to gain editorial mentions

Additional fees from achieving results:

per Interview RM2,500;

per service review request RM2,500;

per editorial mention RM300;

per product review request RM800.

*T&C Apply: Minimum of 3 brands per initiative required to execute this effort. Additional payment due upon each article being published from a mutually agreed preselected list of media titles.



Join the Waitlist !

SUPPAGOOD's PR expertise has truly impressed us at INTRIX Group. Their strategies have not only elevated our media presence but also **strengthened our brand's credibility**. They're not just professionals; they're also dedicated partners. With their help, we've been able to **effectively communicate our message and connect with our audience on a deeper level**. SUPPAGOOD's **impact has been invaluable**, and we're grateful for their continued support.

INTRIX

Tee Tone Vei
CEO of INTRIX Group



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CONTACT DIRECTLY

angels@suppagood.com
+60193390016 (WA)

www.suppagood.com

