



BRAND STRATEGY

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Gabriel
Press & Relationships

BRAND STRATEGY

WE DEVELOP YOUR STRATEGIC PLAN TO
RAISE YOUR BRAND AWARENESS OVER
FOUR MONTHS.

BRAND STRATEGY

YOUR PASSION IS A PLATFORM
WAITING TO HAPPEN

Are you ready to optimize your brand and earn the recognition that you deserve?

We provide the “passion pivot” that turns your ideas, your purpose, your dream; into a workable business with a distinguished brand identity.

YOUR BRAND STORY



Without a story your brand is a bird without wings – unable to soar! Your platform isn't a stagnant pool, but an evolving journey your customers can find and follow. Once your story makes that personal connection, they're prepared to listen intently to what you have to say and take action. Here's a breakdown of how we're going to build your brand story.

FOCUS ON YOU

Oftentimes all that you're missing is some laser-precision focus. It begins with you. Your platform is your life, career and purpose. It's what you stand for. Our in-depth assessments reveal the finer details that put everything into crystal clear perspective for optimal results.



NARROW YOUR APPROACH



No one gets where they want, without first examining where they are. The next step in our process is to perform a thorough review of your current platform and marketing efforts so we can decide where to concentrate our platform building and optimization strategies.

BRAND STRATEGY

SHARING YOUR EXCITING NEWS,
REVEALING YOUR IMPORTANT
INFORMATION AND GETTING YOUR
PRODUCTS AND SERVICES OUT THERE IS
FUN WITH AN ACTIVE AUDIENCE!

TELL YOUR STORY

With a vibrant portrait of your goals in-hand, we can then craft the messages that engage your audience. Let's capture their attention and tug on their heart-strings! In this phase we create 3-5 core audience-focused themes or messages tailored around your unique brand identity.



BRAND ENGAGEMENT

- Determine your target audience.
- Segment them into specific groups.
- Customize an influential approach for each.
- Determine specific and cost-effective means of communication.
- Develop a realistic content marketing plan you can follow consistently.

Begin making waves with your audience today!

THE OUTCOME



Finally, we bring everything together in a report of findings and recommendations that you can use as a reference from which all your other branding communications will derive. Furthermore, rest assured that your assessment data, audit and messaging are all included in the report.

INVESTMENT

WE ARE HAPPY TO PROVIDE YOU WITH A QUOTE FOR YOUR BRAND STRATEGY.

If you have any questions, choose 'Book A Meeting' to setup a time to get more details or click 'Send Me A Quote' to get started with your brand strategy today!

[BOOK A MEETING](#) | [SEND ME A QUOTE](#)

ABOUT



I am Sandra Gabriel, President & CEO of Gabriel PR a boutique brand production and management company. Moving past the traditional notion of the PR professional and into the realm of branded lifestyle designer, I am who you find at the intersection of Public Relations, Social Media and Branding and I'm on a mission to build the next generation of BIG brands. I work with clients to help them make those special connections with their customers, the media, social networks and more.

Since 2005, Gabriel PR has worked with entrepreneurs to start, launch, promote and grow their brands. We develop communications strategies to help clients build lasting relationships that will have a positive impact on their business. Our portfolio of projects spans many industries including technology, entertainment, advertising, film & television, financial services, events, fashion, fitness and more.



CLIENT MEDIA HITS



PRAISE

This girl is freakin fantastic! She knows her stuff. I am so happy. All it took was for her to break down everything to me. I mean, I am going with the ideas she told me. I love how she elaborated on things. She is the Real McCoy and I can see people paying her a lot for what she does. Thanks Gabby!

~Isreal Accounting & Bookkeeping

The advice is brilliant, spot on, well thought out, strategic, savvy, forward thinking, tailored for my business, practical, doable and effective. I can honestly say this has been some of the best business direction I've received.

~Dr. Antonia M.

She definitely has a HUGE grasp on the marketing and branding niche! This consultation is more than the value of your dollar and is an excellent return on your super small investment.

~Taryn Investments

FIND ME ONLINE

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