

Communications ESSENTIALS

FOR FAST-GROWTH COMPANIES

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THE WAY WE TALK ABOUT OURSELVES AND OUR COMPANIES MATTERS.

It matters to potential investors, team members and partners. The right words can make or break a company. Defining and sharing your value proposition, mission, differentiators, and advocacy is crucial.

That's why communications are a critical function for companies at all stages -- from early stage to fast growth. When done poorly, PR is a vanity play with a budget that goes to the wayside the minute the market softens, or an afterthought in key moments. Done right, PR enhances awareness, credibility, and consideration while safeguarding and building reputation.

When we founded mPR over a decade ago, our mission was to bring flexibility, breadth and give-a-damn to our clients. We roll up our sleeves alongside leaders to create impact, and we are always ready to dig in deeper and discuss your communications challenges or questions.

Our all-senior team at mPR is composed of former Fortune 50 communications executives, big agency leaders and news reporters. We work daily with founders, VCs, and PE firms, supporting companies from seed funding to IPO and beyond. Our clients are a mix of private, fast-growth companies and public companies in critical categories such as healthcare, mobility, education and climate.

Working with entrepreneurial organizations is our driving force. This communications toolkit is a compilation of our key learnings.

Enjoy!

Maggie Habib

Founder & Lead Consultant

mPR Inc.

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MODULE 1: NAILING YOUR MESSAGING

Messaging is the most essential piece of any communications strategy. In a world of 24/7 news cycles and oversaturated feeds, defining your company clearly — internally and externally — is a prerequisite. If you can't describe yourself consistently and meaningfully, neither can anyone else.

Pressure-test your messaging. Is it:

CLEAR & CONCISE? Avoid jargon and complexity. Are you cramming too much into one message?

CONSISTENT? Is your team using the same messaging everywhere to build a recognizable brand identity? Inconsistency dilutes impact.

COMPELLING? Are your messages meaningful and engaging for your target audience? Focus on their preferences, pain points and interests, not just your own perspective.

HOW TO GET STARTED

- 1 ANSWER QUESTIONS.** Challenge yourself to drill down to the lowest denominator. Try it with others.
 - What is your mission? What 3 themes do you want to be known for, and how do you accomplish them? How does your company stand out? So what? Why does it matter now?
- 2 LOOK AROUND.**
 - How do competitors communicate?
 - What unique strengths can you highlight to differentiate your messaging?
- 3 PUT PEN TO PAPER.**
 - Write short statements that convey your organization's mission, vision and values.
 - Prioritize points that support and strengthen each key message.
- 4 USE MESSAGING CONSISTENTLY.**
 - Use it for press releases, marketing materials, job descriptions and more.
 - Share with your team!

Key Considerations

KNOW YOUR AUDIENCE. Understand who you want to reach and make your brand relevant to them. Be specific

TELL A STORY. Connect with your audience. Share why you do what you do, and why it matters on every level. It's OK to get personal if it's authentic.

ADD URGENCY OR CRITICALITY. Explain why your company is important and why it matters now.

GO BEYOND SPEEDS AND FEEDS. Highlight value and benefits before discussing features.

Effective messaging is an ongoing process that evolves with your brand, audience and the media landscape. For 10 years, mPR has led messaging workshops and corporate positioning for some of the nation's fastest-growing organizations. **Email info@mpublicrelations.com to discuss how we can help define your company.**

MODULE 2: ANNOUNCING FUNDING

Fundraising is a herculean effort, especially now, but **funding is an opportunity to tell a bigger story** and build your company's credibility. That's why your announcement strategy should rarely start and stop with the press.

Key Considerations

MORE THAN NUMBERS: "Company X raised \$ to..." Emphasize how funds will drive innovation, support development or contribute to a greater cause. Share momentum stats and quotes from investors, customers or industry analysts.

GIVE YOURSELF ENOUGH TIME: Engage key media 5-10 business days before the release.

MEDIA OUTREACH STRATEGY: Identify and target key media and journalists in your industry. Develop a plan to secure fundraising coverage that fits your narrative.

BEYOND THE PRESS: Announce fundraising news internally at employee town halls and on LinkedIn. Encourage investors and employees to share as well.

Common Pitfalls

OVEREMPHASIS ON NUMBERS: While the amount raised is important, don't let it overshadow your company's vision and goals. Even smaller rounds can get a great story, possibly through offering exclusives.

NEGLECTING INTERNAL COMMS: Your team should hear it from you, before or alongside external announcements. Internal alignment fosters a unified message and maintains morale.

LEAVING OUT EXTERNAL VOICES: Investors, customers or industry analysts can lend a critical perspective on why your company is poised to move the category forward.

HOW TO GET STARTED

1 CRAFT A COMPELLING NARRATIVE: The story is about more than just the money. How do these funds align with your company's mission and drive future success?

2 BUILD A MEDIA KIT: Create a comprehensive, easily accessible media kit with fact sheets, visuals (like the founding team), quotes and FAQs.

3 BUILD A TOP 25 MEDIA LIST: Target high-impact outlets known for covering funding rounds, including:

- Wire services (AP, Reuters)
- VC trades (VentureBeat, Crunchbase, TechCrunch)
- Industry-specific trades
- Key business outlets and newsletters (Forbes, WSJ Pro, NYT DealBook, Business Insider, Fortune)

mPR has grown with companies from seed funding to repositioning to IPOs and acquisitions, working at the heart of their biggest moments. Email info@mpublicrelations.com to discuss how we can help propel your story forward.

MODULE 3: BUILDING MEDIA RELATIONSHIPS

"The media has a more important voice today than it has ever had. We don't advertise. We only have one marketing vehicle, which is editorial, and our ability to get our message out and communicate it effectively." - Salesforce Chair, Co-Founder and CEO [Marc Benioff](#)

Key Considerations

SET YOUR SIGHTS: Know your audience, where they get their news, and who is covering those stories.

GET SOCIAL: Engage with reporters on social media, share their work, and attend events to build genuine connections.

BRING VALUE: Recognize how your story benefits a reporter's audience and fits into their coverage. Building connections on mutual value fosters lasting media engagement.

Common Pitfalls

POOR RELATIONSHIP MANAGEMENT

- Don't contact them only when you need something.
- Respect their boundaries and communication preferences.

UNREALISTIC EXPECTATIONS

- Not every venture will make the front page of The Wall Street Journal.
- Identify your "Oprah" target, which may be within your trade press.
- Value press coverage beyond the major outlets to diversify your reach.

HOW TO GET STARTED

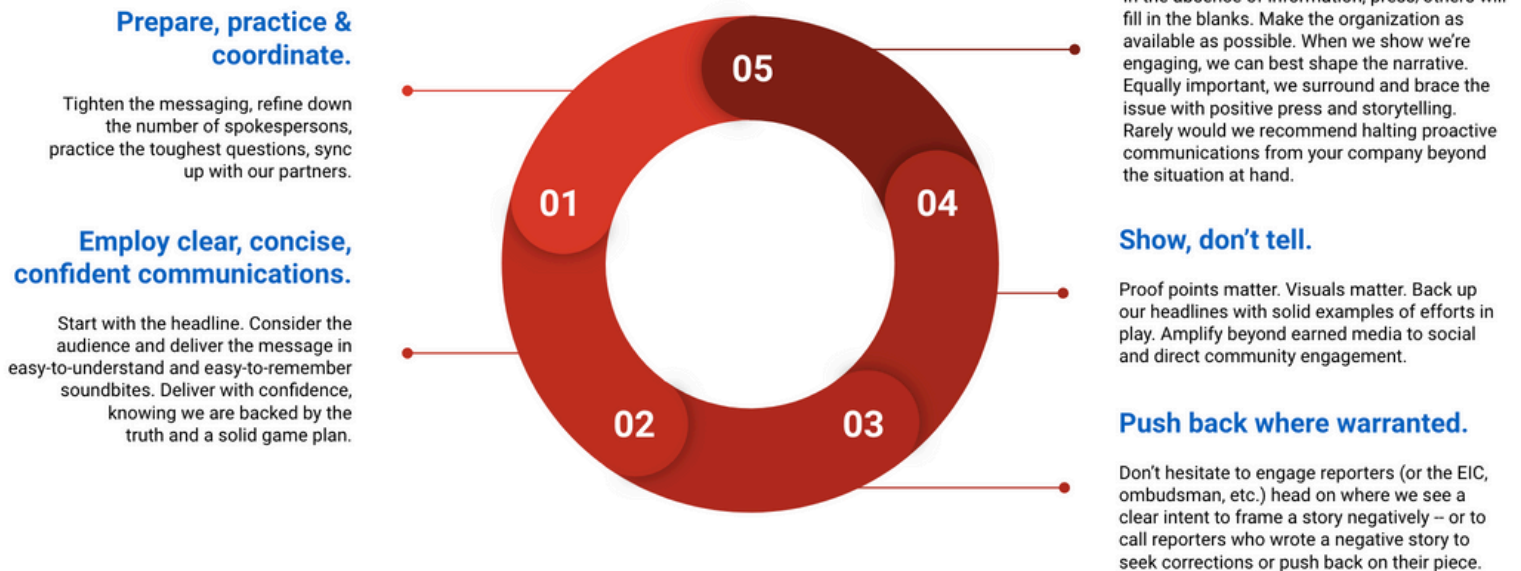
- 1 MAKE A LIST:** Identify 5-10 reporters covering stories relevant to your industry and objectives.
- 2 RESEARCH:** Understand their beats, interests and recent articles. Personalize pitches to show you've done your homework.
- 3 FOLLOW & ENGAGE:** Share their articles, comment on their insights, and connect on their most active social media platforms.
- 4 BE A RESOURCE:** Reply to their coverage with your POV and ways to move a story forward. Send story ideas and how you can help tell them. Offer exclusive interviews, early product access, access to beta or unique insights to make your story stand out and build stronger connections with journalists.

Building and nurturing media connections are key to shaping your narrative and gaining visibility. You need a PR partner who knows how to deliver your messages effectively. Email info@mpublicrelations.com to leverage our longstanding media relationships for your organization.

MODULE 4: CRISIS COMMUNICATIONS

As Warren Buffet famously said, it takes 20 years to build a reputation and five minutes to ruin it. We define a crisis as anything that can damage the reputation of an organization. Typically, things escalate quickly during a crisis leading to a loss of trust. Once lost, trust is difficult to earn back.

A FRAMEWORK FOR SUCCESS



Key Considerations

KEEP THE PROACTIVE GOING. While every case is different, in most cases keeping your communications beyond the crisis is effective.

DON'T IGNORE INTERNAL AUDIENCES. We often preach: internal is external. If you can offer timely information to your employees, this will help contain any misinformation.

STATEMENTS OFTEN FALL SHORT. When was the last time you read a statement from a company accused of something and were persuaded differently? It is often better to show, not tell — point to physical documents, website content, internal memos and the like that make your point.

Our team is comprised of former journalists and award-winning crisis communications professionals highly experienced in helping our clients navigate crises. Email info@mpublicrelations.com to discuss how we can help your organization communicate effectively before, during and after a crisis.

MODULE 5: M&A COMMUNICATIONS PLAYBOOK

Communications, often overlooked, can significantly bolster or undermine M&A success.

Key Considerations

NAIL YOUR MESSAGE: Choose precise language to describe the acquisition's value proposition. Be clear, emphasizing "what's in it for me?" for employees, partners, customers, and key stakeholders.

NAIL YOUR WATCHOUTS: Identify potential issues when sharing the news. Consider if staff will be impacted and whether you'll share updated valuations or transaction details.

NAIL YOUR TIMING: Coordinate communications so internal and external audiences receive the news simultaneously. Control the narrative to ensure no one hears it from outside sources first.

	OVERALL	INTERNAL COMMS	EXTERNAL COMMS	CUSTOMER COMMS
PRE-DEAL	<p>Sequence communications precisely with a timeline.</p> <p>Establish key messages: Who, What, Where, When, Why, and So What?</p> <p>Prioritize stakeholders by importance.</p> <p>Decide on acquired company's role in new brand architecture, including naming and logos.</p> <p>Develop FAQ for any questions around layoffs, valuation, etc.</p>	<p>Draft employee note.</p> <p>ID individuals with online and social log-in credentials for distributing the employee note.</p> <p>Coordinate with HR to establish the internal communication sequence: who informs whom, when, and by what method.</p> <p>If appropriate, create a short video featuring both CEOs.</p>	<p>Determine if and how you're announcing publicly.</p> <p>Draft news release.</p> <p>Finalize release and timing.</p> <p>Develop pitch plan and route for approvals.</p> <p>Pitch top media under embargo once deal is finalized.</p> <p>ID who will do interviews.</p>	<p>Draft notes for all customers of both organizations.</p> <p>Draft talking points.</p> <p>ID who informs which customers.</p>
DURING DEAL	<p>Convene the working group to finalize all details.</p>	<p>Launch employee comms.</p>	<p>Distribute national news release.</p>	<p>Launch customer comms.</p>
POST-DEAL & ONGOING		<p>ID key ways to share ongoing updates with both teams.</p>	<p>Amplify news on social media if appropriate.</p>	

WORKING WITH US

We're happy to jump on the phone with you for a quick call, no strings attached, to bounce an idea around or answer a question you may have about how PR can serve the business.

mPR is a full-service public relations agency with a broad range of capabilities:



Beyond PR, we have a proven roster of highly specialized partners we can bring to bear for our clients, including:



Whether you're seeking in-depth insights on a specific challenge or just have a quick question about communication strategies or reputation management, we're your resource. Email us when you're ready to get to work: maggie@mpublicrelations.com or (310) 916-6934.



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