

HAUTE

IN TEXAS

PROPOSAL

30 DAY PR AND MARKETING MASTER PLAN



WHO WE ARE

Led by Owner & CEO Aquila Mendez-Valdez, the HITsters (*as one client dubbed us*) are a mix of busy moms, up and coming talent, and fiercely loyal Texans. Our team offers every client we work with a fully customized approach to PR and Marketing with exceptional client communications. We love strong cups of coffee and weak dad jokes. If you're bringing either to a meeting, consider us in.

AQUILA MENDEZ-VALDEZ

is the Founder and CEO of Haute in Texas, an award-winning PR and Marketing agency which she has grown from scratch into a multiple six-figures business. She has been asked to speak and present to audiences across the US, Europe and Asia, and has been featured in Forbes and Digiday for her expertise, in addition to numerous TV appearances, publications, and podcasts. In 2023, she was included in the San Antonio Business Journal's prestigious 40 Under 40 Awards.

She graduated with honors playing Division I volleyball at Western Kentucky University and obtained her Master's from Gonzaga University. She serves on various boards for a wide variety of nonprofits, and in 2022 launched Haute in Network Agencies, a franchise model to help other women own their own agencies. Aquila and her college sweetheart, Orlando, have two girls and currently reside in San Antonio, Texas.



OUR CLIENTS

Meet a few of our clients & blog collaborators:



OUR TEAM

Our team is made up of goal-getters and communication connoisseurs all about the pursuit of the haute life. We are passionate about helping our clients be better, every day. As an HIT client, you'll have a dedicated team curating and propelling your online and in person presence.



OUR PROCESS



Join us in the pursuit of the haute life.

AWARDS & CERTIFICATIONS



FOR WOMEN
IN BUSINESS

2020



Recognizing the Stars of Public Relations in San Antonio

2021



— 2022 —



Statewide Historically Underutilized Business Program

*ESBE SBE WBE | *ACDBE DBE





OUR PROCESS

Ok, enough humble brags.

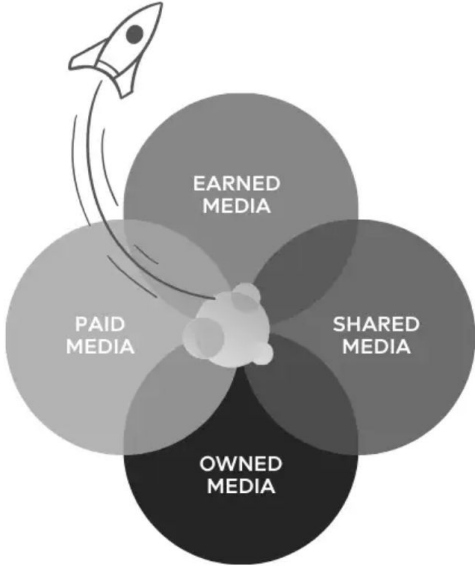
Let's get down to business and discover what it's like to join us in pursuit of the haute life.



A UNIQUE APPROACH

THE PHILOSOPHY BEHIND THE METHOD

We follow the integrated marketing approach known as the PESO Model©



SPIN SUCKS ©2024

MONTH 1

What this means is we believe there is not one silver bullet to your Marketing plan, so we start each client journey with Discovery Calls to dig in deeper to your goals, vision, values, and the four aspects of the PESO Model©.

These allow us to develop your PR And Marketing Master Plan, thereby laying the groundwork for our strategies and tactics to come. We've now established where we are, and where we want to go.



WHY 30 DAYS?

One of the first things a potential client often says to us is, “I’m not really sure what I need.” You’ve got a great idea, but you’re not entirely sure what type of PR and Marketing will get you where you need to go.

In the past, we’ve tried to still cobble together a proposal and pitch that we think would work, but it’s really been based on our instincts and years of experience, because we truthfully don’t know your brand well enough at that point to have a clear vision.

Hence, a service offering was born: The 30-Day PR And Marketing Master Plan. In this month-long project, we dive in DEEP with our clients to discover their utmost hopes and dreams, their challenges, their plans for the future and their painful mistakes of the past. We look at their overall strategy, breaking it down week by week with specific objectives until Week 4, when we present them with a comprehensive PR and Marketing Communications Strategy.

This detailed playbook will encompass all of our conversations up to that point, all our research poured into your brand, target audience, market analysis and competitors, and an exact gameplan to achieve 90-day and 12-month goals of your company so you can either a) hire us to execute that strategy for you or b) hire an internal team or train your current team to follow the plan we’ve laid out for them.

What could you do with a concrete plan for success?

How many problems would that solve if you took the guesswork out of your PR and Marketing strategy? For us it’s all about helping you find your way in business, and so much of your concept’s chance to succeed relies on your communications strategy.



A woman with long dark hair, wearing a bright pink two-piece outfit, is laughing joyfully in a clothing boutique. She is standing in front of a clothing rack filled with various garments. On top of the rack, there are several handbags in different colors and styles. The background shows more clothing racks and shelves with accessories. The overall atmosphere is bright and cheerful.

RELEVANT CLIENT EXPERIENCE

So, have we been there, done that?

Do we have the chops to deliver on our promises?

Let's dive into a few client examples that let our team's hard work speak for itself.

RELEVANT WORK

 Rene Sorola Properties Group

“Working with the HIT team to build out a strategy plan for our business was a game changer. She acted as a therapist, strategic thinker, and breath of fresh air all rolled into one! We went into the process not knowing where we wanted to take our real estate firm, and finished the process with a crystal clear vision. It was extremely motivating to feel like Aquila’s given us the tools to succeed, and we can’t thank her enough!”

- Marissa Sorola



RELEVANT WORK



“As the founder of a startup based in hard science, thinking about the aspects of our company that don’t have anything to do with the business or science were not something that came easily to me. I knew how important communicating with our different stakeholders was, I just had no idea where to start to formalize a plan for doing so that would outline how we would go about it. Going through the process of putting together our strategic communication plan with Haute in Texas made it a much more approachable endeavor.

The HIT team really broke it down into a simple, step by step process that I could think through with her guidance. The time we spent working through it helped me decide what we would and would not communicate, how we would do so, the tone/voice we would use, and how that might vary slightly between our stakeholders. For those who are feeling like their company needs a better, or more consistent approach to communicating with their audience, I would highly recommend this process.”

- Somer Baburek



A close-up photograph of a person's hands holding a white smartphone. The person is wearing a blue long-sleeved shirt and a silver watch. The background shows a laptop keyboard on a desk. The image is partially obscured by a large, light-colored diagonal shape on the left and a dark grey diagonal shape on the right containing a grid of white downward-pointing triangles.

PROPOSED STRATEGY & TACTICS

Now that you've seen what we've done for others, you're probably wondering if we get YOU.

Your brand. Your voice.

Rest assured, our brains are already formulating the next great campaign, and we'd love to share what we've come up with so far.

MARKETING STRATEGY

The 30 Day PR and Marketing Master Plan

Week One

- Two-hour session
- Define the organization's brand voice:
 - Brand messaging
 - Key audiences
 - Organizational short and long-term goals

Week Two

- One-hour session
- Define the organization's brand identity:
 - How should your online and in-person presence feel?
 - If your company were a person, how would you describe them?

Week Three

- One-hour session
- Define the next steps of the plan:
 - Develop a social media marketing strategy to involve posting recommendations, content calendar ideas, and advertising budget.
 - Consult on additional current marketing initiatives and identify opportunities.

Week Four

- Two-hour session for delivery of final Master Plan
- Recommended presentation in Week 4 to all key stakeholders at the completion of the project to facilitate buy-in and receive feedback and/or final approval.
- In collaboration, we decide what's next: your team takes the plan and executes, we do it for you, or we do it together.



A close-up photograph of a person's hands working at a desk. The person is wearing a dark long-sleeved top and has white nail polish. They are holding a silver pen over a clipboard that contains a document with various charts, including a bar chart and a line graph. To the right, a white calculator is visible. In the background, a laptop is open. The overall scene suggests a professional or financial setting. The image is partially obscured by a light beige diagonal overlay on the left and a dark grey diagonal overlay on the bottom right, which contains a grid of white downward-pointing triangles.

INVESTMENT

Alright. We nailed the vision, right?

Now how much is that sweet strategy going to cost?

Let's get down to the part you really care about: budget.

A LA CARTE BUDGET

ITEM DESCRIPTION	COST	NOTES
30 Day PR and Marketing Master Plan	\$13,950	Includes all 4 meetings and delivery of Master Plan

TIMELINE 2-4 weeks



THANK YOU

FOR YOUR CONSIDERATION