

TAYLORDEANMEDIA.COM



# PUBLIC RELATIONS SERVICES

PR SERVICES & AGENCY OVERVIEW

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*“We don’t do PR, we build legacies.”*

– JORDYN TAYLOR DEAN, CEO

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## Meet the Founder

Jordyn Taylor Dean is an award-winning TV journalist turned PR pro with 16 years of storytelling expertise. She doesn't just secure press – she crafts powerful, newsworthy narratives that leave a lasting impact. With a passion for elevating brands and amplifying voices, Jordyn's work goes beyond publicity; she helps clients build legacies that stand the test of time.



*As seen on...*

**TMZ** **FOX** **NBC** **CBS** **HUFFPOST**

# Clients Past & Present



UCLA

Health®



PLUS CELEBRITY COLLABORATIONS & MORE

# Highlights from our Portfolio

We specialize in delivering exceptional PR services for best-in-class brands in the entertainment, health, sports, and lifestyle industries



# Overview of Services

## TRADITIONAL PUBLIC RELATIONS

We craft PR strategies through trusted media channels to secure impactful coverage, establish thought leadership, and keep your brand in the spotlight.

## DIGITAL PUBLIC RELATIONS

Our digital PR campaigns build your brand's online presence, ensuring your message reaches the right audience through high-impact placements on a curated list of online publications, podcasts, and influencer profiles.

## MEDIA TRAINING

Prepare for the spotlight with personalized media training designed to enhance your communication skills and build confidence for interviews and press events.

## EVENT CAMPAIGNS & COORDINATION

End-to-end event coordination, creating impactful brand experiences with media support.

## FIELD PRODUCTION & MEDIA FEEDS

On-call field production services for broadcast and digital media, including video, interviews, b-roll, and same-day feeds. Led by a former one-man-band TV news reporter with deep newsroom experience and LA-based availability.

## PRESS RELEASE CREATION & DISTRIBUTION

Curated press releases and distribution to maximize reach and visibility for key announcements.

## BRAND PARTNERSHIPS

We identify and cultivate strategic brand collaborations that amplify your reach, align with your values, and unlock new opportunities.

## INFLUENCER PARTNERSHIPS

We connect you with influencers who resonate with your audience, managing partnerships that foster authentic brand connections.

## CONTENT CREATION

We craft consistent, cohesive content across all platforms designed to engage your audience, elevate your brand, and drive lasting impact.

- Social Media
- Blog Articles
- Email Campaigns
- Monthly Newsletters

# ROI & Value

At Taylor Dean Media, we use targeted PR and authentic storytelling to elevate your brand and build lasting connections. Our campaigns focus on community growth, turning followers into loyal advocates while maximizing your return on investment.



## Cost Analysis

### TRADITIONAL ADVERTISING

**Cost:** \$10,000-\$18,000

**Includes:** Paid placement packages such as half-page print ads or :15-second snipes in newscasts.

### EARNED MEDIA PLACEMENT WITH TDM

**Cost:** Starting at \$6,000

**Includes:** Organic media coverage designed to showcase your brand's unique story and value, creating lasting impact.

# Thank you

Contact us for further inquiries



Visit our website  
for more  
information  
about us!



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