

Advanced Solutions

EXECUTIVE SUMMIT

TD SYNEX

Communications Services

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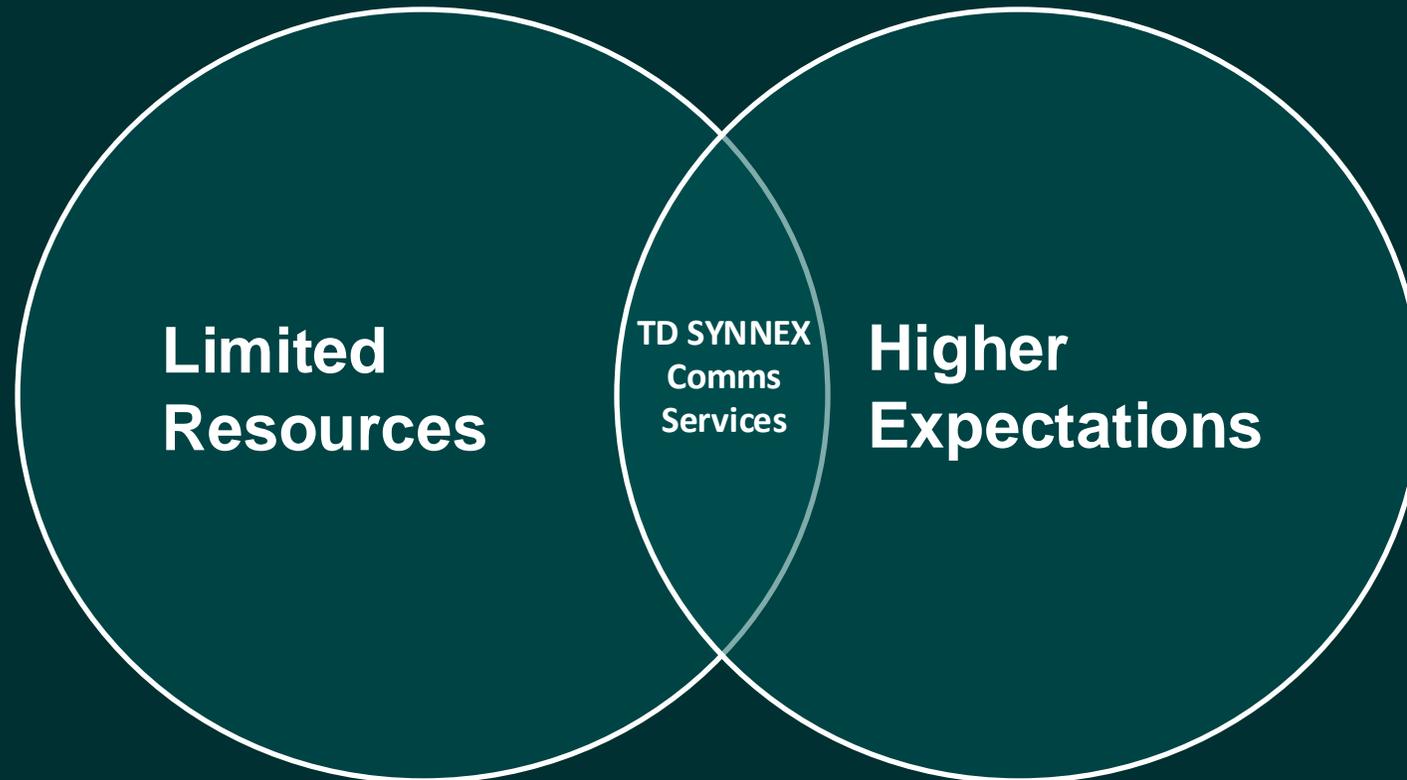
Demand for Communications Solutions



YoY growth in TD SYNEX reseller partners relying on outside public relations support.



of communications professionals plan to outsource work to external partners



Communications Services Pillars

Customized and Strategic Communications



Tactical Communications

TD SYNnex helps you stand out of a crowd and take control of your brand narrative through strategically activating across PR and communications channels, including press releases, blogs, social media, media interviews, corporate announcements, articles and more.



Training & Enablement

TD SYNnex is your source for public relations training for professionals to hone skills and develop strategies around content development, social media, media relations, public speaking, spokesperson training, blogs, digital and website content, and more.



Strategic Advisory Services

TD SYNnex is your strategic advisor, working with your team to design communications campaigns to help you achieve organizational goals through tailored PR solutions, including media relations, social media, content, corporate communications and more.

“Master your craft. Be nice. Stay humble.”

ERICK MORILLO

Pre-Packaged Communications Solutions

Foundational Package

Essential communication tools and support for brand awareness with minimal investment.

Impact Package

Builds on the essentials with increased engagement and visibility services to drive more significant impacts.

Growth Package

Fully integrated, high-impact communications services, designed for partners ready to lead industry narratives and elevate brand positioning.

Foundation Communications Package

- **Services Include:**

- Strategic Advisory: Initial consultation to identify key communication goals.
- Communications Plan: Develop a Strategic Communications Plan for partner team execution.
- Basic Content Development: Monthly press release or blog post.
- Social Media Posting: Consultation and guidance on social media posts.
- Tactical Support: Limited guidance and support on media outreach and press inquiries.

- **Advanced Solutions Price:**

- \$3,500/Month

Impact Communications Package

- **Services Include:**

- Strategic Advisory: Monthly planning sessions to refine and align messaging and initiatives with business goals.
- Communications Plan: Develop a Strategic Communications Plan for partner team execution.
- Enhanced Content Development: 2-3 pieces of content per month, including blog posts, press releases, or other owned media content.
- Social Media Management: Developing up to two posts per week on up to three social media platforms for partner team execution.
- Media Relations: Proactive media pitching support, targeting 1-2 key announcement per quarter.

- **Advanced Solutions Price:**

- \$7,500/Month

Growth Communications Package

- **Services Include:**

- Strategic Advisory: Ongoing monthly strategy sessions with senior advisors to adjust and optimize communications efforts.
- Communications Plan: Develop a Strategic Communications Plan for partner team execution.
- Comprehensive Content Development: Four pieces of content per month, including high-quality articles, blogs, whitepapers, or other owned media content.
- Social Media Strategy & Activation: Develop up to five posts per week across four platforms for partner team execution.
- Advanced Media Relations: Full media relations initiative, including pitching, follow-ups, and placement monitoring for up to 1 key announcement per month.
- Communication Training Suite: Quarterly training sessions on advanced topics, such as crisis communications and executive public speaking.
- Integrated Campaign Support: Tailored support for multi-channel campaign execution, including earned, owned, and shared media components.

- **Advanced Solutions Price:**

- \$10,000/month

Let us help you connect with your customers and industry!

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