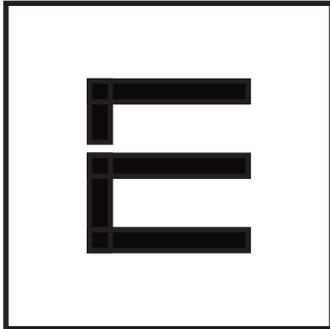


ELB Data Sheet

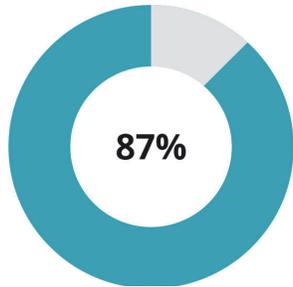


What is Executive Leadership Branding (ELB)?

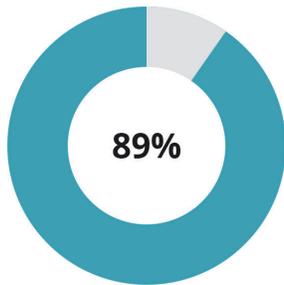
Massive's ELB program introduces the front-facing executives of leading brands and national institutions to the mainstream media. Our goal is to secure you authorship on the top-tier publications of your industry and effectively position you as an Executive Influencer and international emissary of the brand.



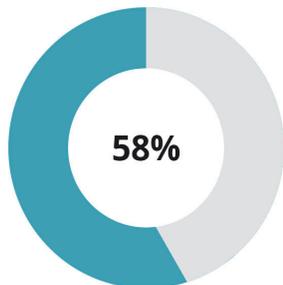
More telling statistics?



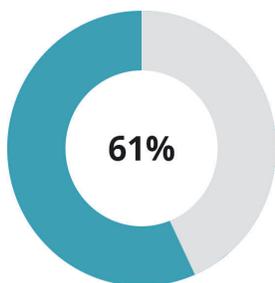
of decision-makers said thought leadership content increases trust



of decision-makers said it enhances a brand's reputation



of decision-makers said they chose to do business with an organization based on thought leadership



of decision-makers are more willing to pay a premium to work with an organization that articulates a clear vision through thought leadership

Thought leadership

Thought leadership is a powerful marketing tool, especially when it comes from the top. Founder. CEO. President. Senior VP. Executive Director. Managing Partner.

If you're in one of these roles (not that the list is exhaustive), then people (and Editors) want — and in some cases need — to hear from you. How did you get where you are? How do you do what you do? What is the unique perspective you've gained about your industry?

Thought leadership content isn't about answering these questions in a way that builds yourself up. It's about answering them in a way that can build others up. People don't read your opinions because they care about your journey but because they care about their own — and what they can learn from you about how to make it a more successful one.

In other words, it is proactive reputation management, media relations, and good old-fashioned PR all rolled into one. This is exactly what we do on the exclusive Executive Leadership Branding program.

Impact Study

The 2019 Edelman-LinkedIn B2B Thought Leadership Impact Study found that 58% of decision-makers in business consumed thought leadership content for at least one hour per week in 2018 — with 21% reporting at least four hours per week.

Also, 55% used thought leadership takeaways to evaluate potential partners and vendors. A full 92% said it had at some point increased their respect for an organization. And get this: 75% — yes, three out of four business decision-makers — said that they would choose whether or not to follow or connect with a business or its executives based on the thought leadership content it put out.

Our Process

Once a column is secured on a high-authority location everything is written for the client by journalists in their industry.

Every publication has cumbersome publishing guidelines. Your assigned executive journalist is intimately familiar with the guidelines of over 100 publications and will mould your content so that it reflects your voice while staying within the guidelines required by the publication.

Pitching Angles to Editors	We pitch pre-approved angles to editors that we have deep relationships with. Once an editor accepts an angle, we request a micro-interview from you to build out a well-crafted draft for their consideration.
Micro-interviews (5 minutes of your time)	To remove the burden of content curation from the executive, Massive uses an app to request rapid feedback from you on a predetermined topic in alignment with your program goals. On average, we only request 5-15 minutes of your time per week.
Draft Article with Supporting Research	Leveraging the information collected from the executive during the onboarding, a draft of the article is created with special attention to the style and voice of the executive — ensuring the essence of the executive is preserved based on the transcribed audio. Each article includes tactical, supporting research per the executive's insights provided.
Quality Assurance	Completed drafts are presented for the executive's internal quality control, edits, or additional commentary (<i>at this stage, corporate communications or legal may also weigh in</i>).
Send to Publication Editor	We send the completed article to the respective publication editor for approval and publication preparation. This includes the creation of an executive biography, or "byline," and dedicated author page that will also be approved by the executive prior to publish.
Article Published and Publication is Maintained	Once the article is published, the executive is officially considered a "Contributor" at the named publication. At this stage, we will continue to maintain the executive's status as a contributor and continue to place approved drafts at this publication in an ongoing to capacity.

ELB Onboarding

The ELB onboarding process is an essential first step to allow us to capture your mindset, ideologies, and personality accurately and with the correct emotion within the articles — this results in a compelling narrative with your voice being preserved.

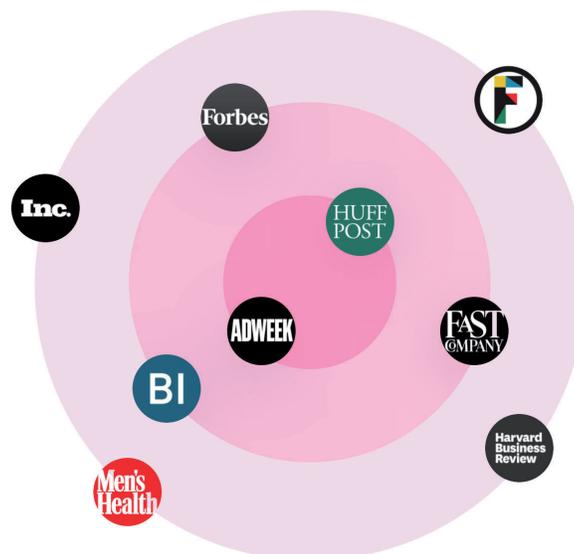
Here, the ELB client fills out an interactive questionnaire and engages in a 30-minute onboarding call with their ELB Account Manager. During the call:

- ◇ Top-tier publications are solidified
- ◇ Content strategy and angles are agreed upon
- ◇ Client expectations are set
- ◇ First (Phase 1) publications are named & titles are approved by client

Why ELB is so effective

The program sits on years of established editorial relationships with national and international publications. While traditional PR focuses on developing new relationships with a low response rate, ELB has the executive red-carpeted to become a contributing author by editors who are looking for industry experts with a proven track record.

The average time for an author to become published on 4+ media / news platforms is 6 years. With ELB, this has been consolidated into 12 months.



Targeted Publications

Massive's database of journalistic and editorial relationships includes 100+ of the leading national and international online magazines and news organizations.

AdAge	Dailymail	Investopedia	PCMag	The New York Times
AdWeek	Digiday	LinkedIn	Recode	The New Yorker
Barrons	DigitalTrends	MarketWatch	Reuters	The Next Web
Bloomberg	Entrepreneur	Mashable	SmallBizTrends	The Verge
Business Insider	Fast Company	MSN	TechCrunch	TIME Magazine
BuzzFeed	Forbes	MSNBC	TechRadar	USA Today
CIO	Fortune	NASDAQ	The Atlantic	VentureBeat
CNBC	GQ	Newsweek	The Economist	Wall Street Journal
CNET	Inc. Magazine	NPR	The Guardian	WIRED

Niche Publications

We also target niche publications relevant to an executive's field. For example, Healthcare, FinTech, Investing, Banking, Cryptocurrency, Real-estate Development, Education, Cybersecurity and more.

While ELB has cultivated relationships with many niche publications already, we're also always making new relationships, so if an executive has particular niche publications in mind, we encourage you to share them with us.

MASSIVE

630 Chestnut St,
Clearwater, Florida, USA 33756

Yew Tree House, Lewes Rd
Forest Row RH18 5AA, United Kingdom

(USA) +1-813-434-0922

(UK) +44-0208-242-4812

Email: elb@massivealliance.com