



Innovative Public Relations, Proven Client Results



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KCD Public Relations (KCD PR) is an independently owned and operated public relations firm providing strategic public relations, marketing, and social media services to clients in the financial and professional services industries. Our mission is to assist you with creating vision and visibility for your organization. We believe public relations is an important and cost-effective means to develop brand recognition, increase client loyalty and leverage the media to communicate a third-party endorsement of your value proposition to the marketplace. We are long-term partners with our clients and develop close relationships as we transform their ideas into results.

Specialized Expertise in Financial Communications

KCD PR is comprised of a team of experts who are skilled at crafting strategic public relations campaigns for the financial and professional services industries. The firm was founded in 2009 by Kevin Dinino, an industry veteran of 13 years with experience on both the agency and corporate sides of public relations. Mr. Dinino has served in communications roles with financial services companies such as LPL Financial and TD Ameritrade, giving him a unique perspective that differentiates KCD PR from other firms. KCD PR is further supported by a team of public relations experts with experience in media relations, copywriting, social media marketing, brand communications and more.

Due to our extensive experience in the financial services arena, KCD PR has created a vast network of business media contacts throughout the country. This network allows the firm to closely interact with influential media and execute the strategies and tactics needed for successful public relations campaigns.

National Scale, Personalized Service

KCD PR offers services to local, regional and national firms that need strategic assistance voicing their expertise to a crowded marketplace. Due to our niche in the financial services public relations landscape, KCD PR has a unique offering of services that consistently meet or exceed clients' goals. When a client partners with our firm, they receive direction on how to best communicate their messages and brand through public relations, marketing communications and social media. Partnering with KCD PR ensures a personalized service experience without layers of bureaucracy often found at larger PR agencies. Each client works directly with at least one senior member of our firm and receives custom service and support to address and meet their specific goals and objectives. Our staff is continuously described by clients as reliable, easy to reach, results-driven, collaborative, creative and professional.



Our Emphasis is Always on Results

KCD PR takes pride in eliminating unnecessary layers of management and instead focuses on delivering results that meet our clients' goals. KCD PR's tiered and transparent pricing allows clients of all sizes to work with us and experience the true value of working with a specialized public relations firm. Our firm works with media contacts across the country and has successfully garnered press coverage for clients in markets such as Seattle, San Francisco, Chicago, Cleveland, Boston, Houston, Tampa, New York, Los Angeles, San Diego and more. In addition, we have extensive experience directing the successful PR launch of new financial services firms to market. This entails developing core messaging and branding for clients to use when communicating with their diverse audiences as well as creating and leveraging social media sites to amplify their successes.

KCD PR Services

KCD PR offers professional expertise in the following areas:

- Media Relations Outreach (local, industry trade and national)
- Company Positioning and Messaging
- Press Kit Creation and Management (press releases, company fact sheets, biographies)
- Media Training and Coaching
- Content Development for Websites, Blogs, Brochures and Marketing Collateral
- Social media start-up via our Social Media NOW! Package - (includes profile creation, "how-to" training and strategy)
- Promotion of Events and Seminars
- Client E-Newsletters
- Bylined or "Ghost Written" Articles and Op-Ed Creation

For a fixed monthly retainer or a one-time project fee, KCD PR offers various service levels to meet your needs and budget. Every campaign we create for our clients is completely customized and conceptualized in-house by our team. We have built a reputation of having a proven track record of top-tier media results and working with clients to establish a consistent and strategic voice in their marketplace. For more information on how KCD PR can help you reach your goals and objectives, please contact us at **619-955-7759** or **info@kcdpr.com**.

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