



Patriot Analytics Services



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EXECUTIVE SUMMARY



Public Relations Industry



Revenue: \$16.2 b

Profit: \$1.8 b

Clients hire PR firms to manage their image.

- Publicize a product or service.
- Communicate with stakeholders.



Outlook

- 2% increase until 2023.
- Digital and social media services
- Blurred lines between Marketing, Advertising, and PR.

COMPANY SUMMARY

ESTABLISHED IN 2019

Meet the demands of rising data driven marketing campaigns



DATA-DRIVEN SOLUTION

Positioning your firm to where it needs to be thru data



US-BASED BUT WORLD-CLASS

Diverse staff with knowledge from all-over the world



UTILIZE EMERGING TECHNOLOGIES

R, Python, Tableau, Power BI, AWS



OUR CORE SERVICES



Strategy

You will need a process from point A to point B – a comprehensive plan to achieve your goals.



Data & Analytics

We turn your data into meaningful insights, develop target marketing and predictive models to find the right audience.



Strategic Communications

After you find your target audience, we incorporate consumer behavior to put your audience in action.

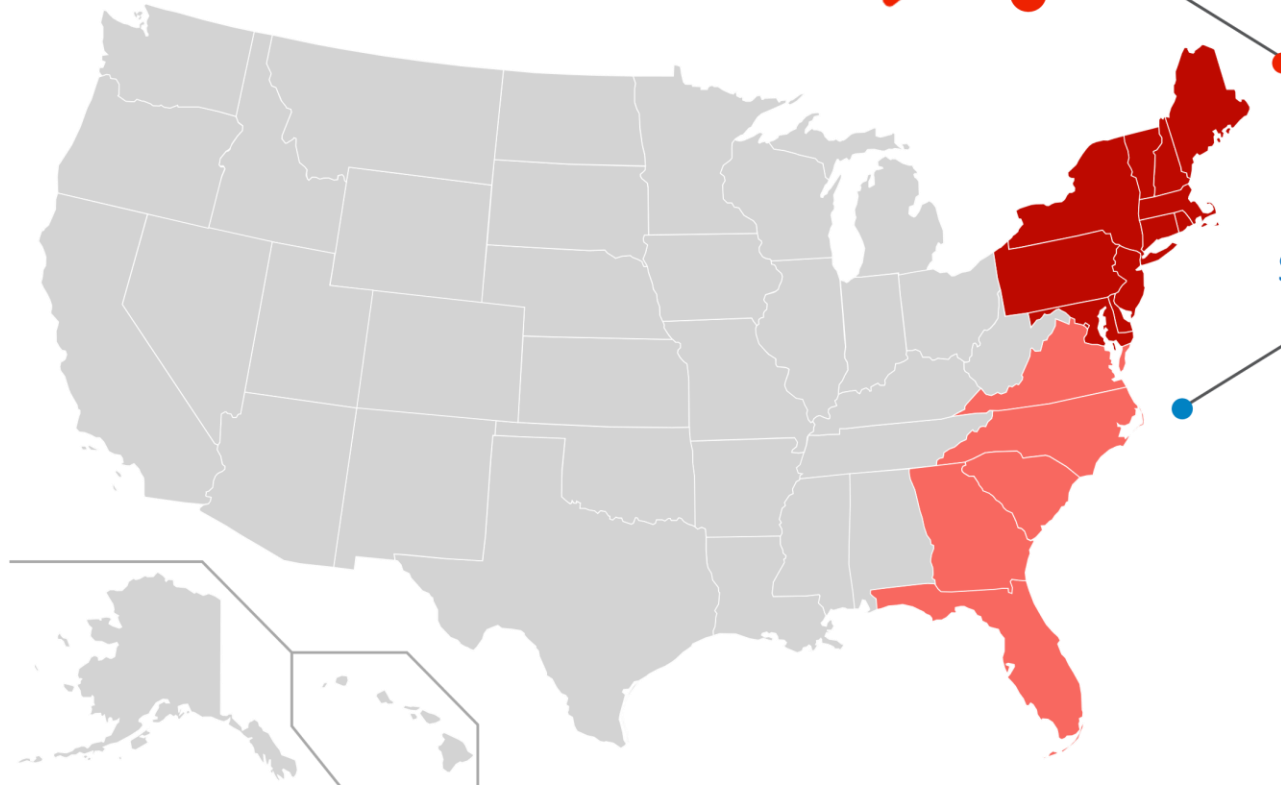


Campaign Management

You'll need money. You need to properly use your money. Our result-oriented management will put you one step closer to your goal.

LOCATION

EAST COAST



SWING STATES



6 out of 10 Richest States are in the
East Coast



TARGET CUSTOMERS/EXISTING COMPETITORS

TARGET CUSTOMERS

Losing politicians.
Small businesses.

PLAN OF ACTION

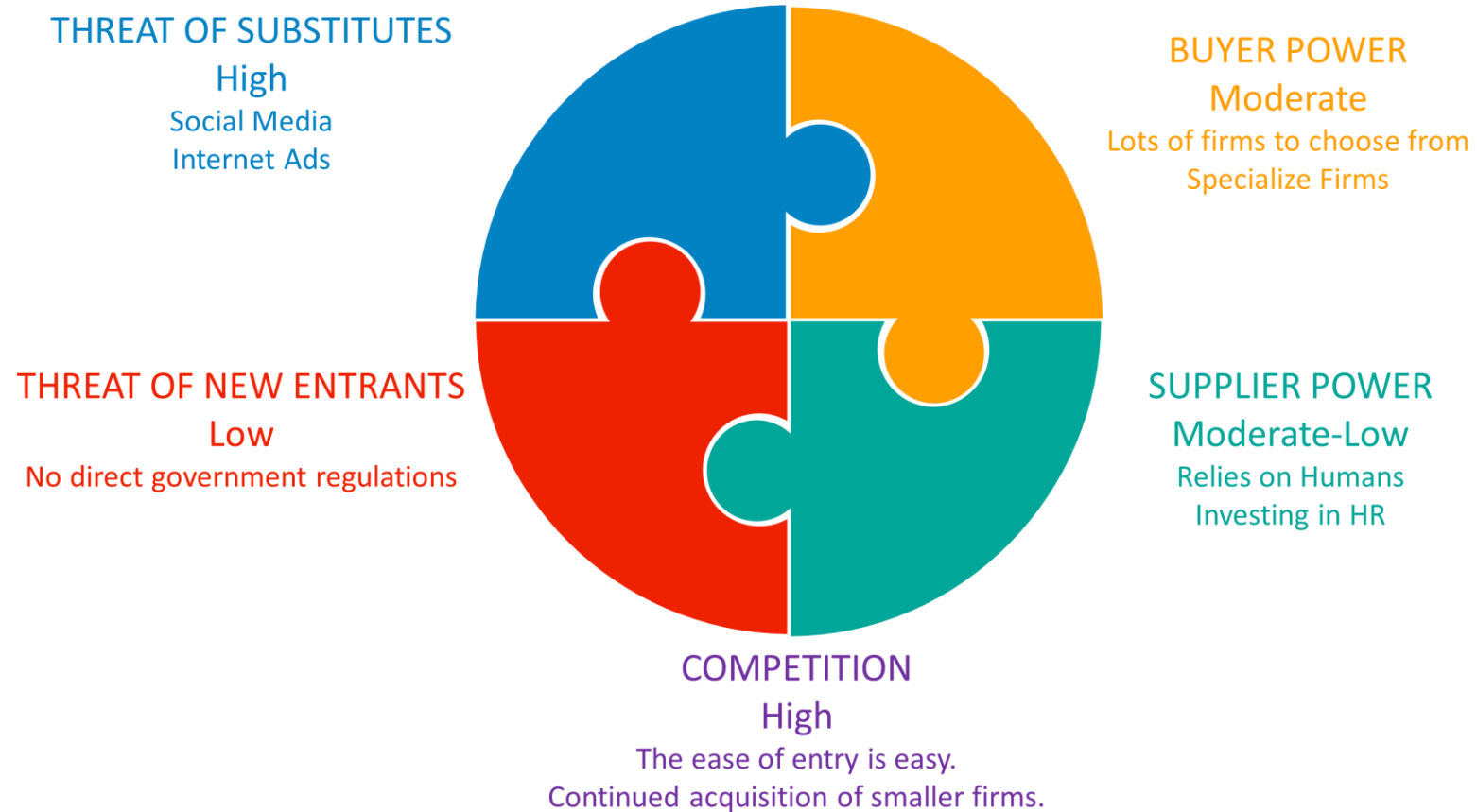
Market Research

EXISTING COMPETITORS

Omnicom Group Inc.
Precision Strategies



PORTERS FIVE FORCES



STRATEGY AND IMPLEMENTATION

