



## MMR Media Kit

Multicultural Marketing Resources, Inc. (MMR) is a consultancy, publishing company and marketing/public relations firm. MMR Media Kit includes information about

- Company profile/listing on [multicultural.com](http://multicultural.com)
- Sponsored page on [multicultural.com](http://multicultural.com)
- Speakers Showcase on [multicultural.com](http://multicultural.com)
- Solo eblast about event/organization/company sent via MMRNews
- Press referrals
- Featured Event on [multicultural.com](http://multicultural.com) and in the newsletter, MMRNews
- Featuring jobs on [multicultural.com](http://multicultural.com)
- Expanded program following eblast sent via MMRNews
- MMR Recruitment Services
- MMR Event Planning/Guest Invitation Services
- Services for Corporations
- MMRNews subscribers
- [multicultural.com](http://multicultural.com) visitors

### **[Company profile on multicultural.com](http://multicultural.com)**

- Fee is \$1500 for one year
- Includes a 100-150 word paragraph description, logo and links
- Weekly audience of over 12,000 visitors to [multicultural.com](http://multicultural.com)
- Includes bonuses
  1. Solo eblast – essay or announcement distributed via MMRNews to marketer list plus mini social media campaign and open rate report (value \$850)
  2. Press referrals (value \$600)
  3. Inclusion in our promo eblasts and on Our Members page [http://multicultural.com/services/our\\_members](http://multicultural.com/services/our_members)
- View company profile examples at these links <http://multicultural.com/expert-directory-profiles/aaaza-inc>

<http://multicultural.com/expert-directory-profiles/diversityinc>  
<http://multicultural.com/expert-directory-profiles/ethnic-technologies>

<http://multicultural.com/expert-directory-profiles/rivendell-media>

### **Company listing on [multicultural.com](http://multicultural.com)**

- **Simple listing** (contact information) - **\$295**
- **Enhanced listing** (contact information, 30-word description) - **\$650**
- **Enhanced listing with logo** (above plus logo) - **\$975**

### **Sponsored page on [multicultural.com](http://multicultural.com)**

- Fee is \$6000 for one year
- Includes
  1. Sponsored page with 500-word article, headshot and ad
  2. Company profile on [multicultural.com](http://multicultural.com)
  3. Solo eblast – essay or announcement distributed via MMRNews to marketer list plus mini social media campaign and open rate report (value \$850)
  4. Press referrals (value \$600)
  5. Inclusion in our promo eblasts and on Our Members page [http://multicultural.com/services/our\\_members](http://multicultural.com/services/our_members)
- View sponsored pages examples at these links  
[http://multicultural.com/multicultural\\_markets/south\\_asian\\_market](http://multicultural.com/multicultural_markets/south_asian_market)  
[http://multicultural.com/resources/direct\\_marketing](http://multicultural.com/resources/direct_marketing)

### **Speakers Showcase on [multicultural.com](http://multicultural.com)**

- Fee is \$825 for one year
- Includes
  1. Page on multicultural.com with photo, bio/company info and 3-5 speech topics.
  2. Solo eblast – essay or announcement distributed via MMRNews to marketer list to announce joining and speaking topics plus mini social media campaign and open rate report (value \$850)

View Speaker Showcase examples  
at [http://multicultural.com/Speaker\\_Showcase/speakers\\_all](http://multicultural.com/Speaker_Showcase/speakers_all)

- View speaker announcement eblast example at this link <http://multicultural.com/multicultural-articles/dr-sheila-robinson-publisher-and-founder-diversity-woman-media-joins-multicultural-marketing-resource>

## **Solo eblast about event/organization/company sent via MMRNews**

- Fee is \$850 per eblast
- Dedicated eblast of your supplied copy, approx. 300-500 words
- Sent on date of choice to MMRNews subscribers – over 8000 subscribers including multicultural brand marketers, industry agencies and organizations
- Includes mini social media campaign
- Eblast featured on home page as news of the day
- Report with the names of the companies who read eblast. Examples of companies that open the eblasts are Walgreens, The Kroger Company, Target, Citi Bank / Citigroup, Inc., Google, Inc., Kraft Foods, Inc., American Express, Intel Corporation. Examples of multicultural ad agencies include the following which are Hispanic, African American, Asian American and LGBT consumer focused - Burrell Communications Group, Captura Group, Carol H. Williams Advertising, d exposito & partners, DAE, Edelman, Muse Communications, Inc., Titanium Worldwide, Uniworld Group Inc.
- Examples of all our eblasts <http://multicultural.com/multicultural-articles>
- Bonus Featured Event on [multicultural.com](http://multicultural.com) and in MMRNews (value \$425)

## **Press referrals**

- Fee is \$600
- Includes 5 press referrals within one year

Reporters from mainstream & ethnic media often contact us looking for sources on multicultural marketing or advertising and issues regarding diversity. We can refer them to you, if appropriate for your company. You can opt to “pass” on a referral if you do not wish to respond.

## **Featured Event on [multicultural.com](http://multicultural.com) and in the newsletter, MMRNews**

- Fee is \$425
- Featured Event profile includes a 150-word description and logo
- Featured Event profile is included in the MMRNews newsletter sent to MMRNews over 8000 subscribers including multicultural brand marketers, industry agencies and organizations

- Featured Event profile is posted on <http://multicultural.com/calendar>
- View event profile examples at this link <http://multicultural.com/calendar>

### **MMRNews subscribers**

- Over 8000 subscribers including multicultural brand marketers, industry agencies and organizations

### **multicultural.com visitors**

- top referral source to website is by direct google search for a particular company or ethnic market and search for a company with specific ethnic market expertise
- average 12,000-15,000 visitors weekly

### **web demographics**

#### **Gender** Percent

Male	39%
Female	61%

#### **Age**

< 18	11%
18-24	15%
25-34	24%
35-44	21%
45-54	18%
55-64	8%
65+	3%

#### **Household Income**

\$0-50k	34%
\$50-100k	31%
\$100-150k	18%
\$150k+	18%

#### **Ethnicity**

Caucasian  
 African American  
 Asian  
 Hispanic  
 Other

#### **Education Level**

No College	20%
College	47%
Grad School	33%

## **Social Media**

- Tweet to @Multicultural50 over 2800 followers <https://twitter.com/Multicultural50>
- Post on Facebook <https://www.facebook.com/multiculturalmarketingresources>
- Clients are also encouraged to post their news on LinkedIn to multicultural marketing experts group of almost 13,000 members <https://www.linkedin.com/groups/143673>

## **Featuring jobs on [multicultural.com](http://multicultural.com)**

- The fee for the 60-Day posting is \$295
- Job postings are featured under Job Opportunities on the home page of <http://multicultural.com>, on the Job Opportunities page [http://multicultural.com/services/job\\_opportunities](http://multicultural.com/services/job_opportunities) and on their own pages
- View job posting examples at this link [http://multicultural.com/services/job\\_opportunities](http://multicultural.com/services/job_opportunities)

## **Expanded program following eblast sent via MMRNews**

Following eblast sent via MMRNews to over 8000 subscribers including multicultural brand marketers, industry agencies and organizations, we post news on social media and send a report with the names of the companies who read eblast.

Additionally, we offer an expanded program that has an added project fee based on number of hours for the project.

The program includes:

- researching each name behind company who opened eblast
- double checking them on LinkedIn
- forwarding them an introductory email from the client with a note from Lisa on top
- ccing the client so the client can follow up

It takes between 15-30 minutes per company.

Fee is based on number of hours. The client can give us a budget to work with and we stay within that budget.

## **MMR Recruitment Services**

MMR offers recruitment services as a project whereby we help supply candidate names for your consideration.

The fee is based on expected hours and can range from a mini fee of \$2500 to a typical fee of \$5000 to \$7500.

The services include all of some of the following:

- Consultation re candidate criteria
- MMR search proprietary lists of database, subscribers to MMRNews, members of multicultural marketing experts group etc.
- Supply list to client
- Consultation re each candidate
- Project concludes or continues = MMR reaches out to candidates

### **Recruitment Consulting – Candidate Referral \$4500**

Project tasks include:

- 20-30 hours of consulting in candidate research and name presentation review job description, call to discuss parameters mine MMR database and online research provide with a list of candidates reach out to contacts, send job description conversations with referrals to discuss position
- 2 eblasts re job opening with resume inquiries to Lisa Skriloff as needed

Example of a job opening eblast with resume inquiries to Lisa

<http://multicultural.com/multicultural-articles/mmr-recruitment-services-new-search-for-a-bilingual-creative-director-copywriter-background>

- web job posting on multicultural.com
- social media re opening
- Other tasks as needed

### **Recruitment Consulting – Candidate Referral \$2000**

Project tasks include:

- 1 eblast re job opening with resume inquiries to Lisa Skriloff as needed
- web job posting on multicultural.com

## **MMR Event Planning/Guest Invitation Services**

Utilize our Event Planning and Guest Invitation services for your upcoming event calling on us for logistics and planning of the event or just sending your invitation to the guests you wish to host.

Our event clients have asked us to invite from our database of friends, clients, subscribers to Multicultural Marketing News, members of our LinkedIn group Multicultural Marketing Experts, people we have met at marketing conferences and

Diversity and Inclusion events, other women business owners and minority business owners and others from our extensive network of contacts.

Here are some of the tasks we can undertake:

### **Invitation**

Review designed invitation for proofing or feedback

Write email invitation

### **Guest List**

Discuss criteria for guest list (ie brand marketers, multicultural agencies, organizations, MWBEs)

Select names and send you the list for approval

Select additional names as necessary

Send invitations and follow up emails

Send event details to rsvp list

### **Pre-Event**

Design and print a nametag for each attendee  
(purchase or use supplied name badge holders)

Prepare check-in list

Coordinate materials for gift bag (flyers, samples, chocolates/gift, marketing materials)

Assemble goody bags

### **At the event**

Staff check-in table

Take photographs

Hand out goody bags

### **After the Event**

Post photos on website and social media

Thank you notes to attendees

Follow up (Send note or goody bag) to those who could not attend

## **Services for Corporations**

We help corporations by supplying information on multicultural marketing and diversity tailored to their specific needs; providing referrals to multicultural communications firms (ad agencies, research firms etc.) and helping them publicize multicultural programs and diversity initiatives. MMR provides contingent consulting services to corporations when their multicultural marketing /diversity team is at capacity. Popular tasks/ projects: ghostwrite powerpoint presentations, create reports on best practices, deliver seminars

and training sessions, onboard new team members, advise on selecting a Hispanic, African American, Asian American, LGBT ad agency, write and send out your press releases via our database of subscribers to MMRnews to the Multicultural Industry Influentials & Business/Diversity Press list and recruitment services.

Sample Projects we undertake include:

- Ghostwrite your presentations on multicultural marketing/diversity for internal or external meetings
- Create reports on best practices in your industry and others
- Research information to answer your questions on multicultural marketing/diversity for briefing memos or whenever you don't have time
- Deliver seminars/training sessions to your staff
- Recruit staff via our retained services and job postings
- Onboard new team members
- Connect you with ad agencies, research firms, ethnic media and technology companies, diverse suppliers
- Route your RFPs to advertising agencies, market research firms, PR and communication companies, media and consultants
- Create a list of conferences and events for your executives to attend and/or sponsor
- Write and/or send out your press release via MMRnews to the Multicultural Industry Influentials & Business
- See case study examples at Consulting Services / Library Research  
[http://multicultural.com/services/consulting\\_services](http://multicultural.com/services/consulting_services)

### NAICS Codes

519130 - Internet Publishing and Broadcasting and Web Search Portals;

511120 - Periodical Publishers; 511140 - Directory and Mailing List Publishers; 519110 - News Syndicates; 519120 - Libraries and Archives; 519190 - All Other Information Services; 541613 - Marketing Consulting Services; 541820 - Public Relations Agencies; 541860 - Direct Mail Advertising; 611430 - Professional and Management Development Training

MMR is a New York State Women Business Enterprise certified firm, granted National Women's Business Enterprise (WBE) Certification by the Women Presidents' Educational Organization-NY, a Regional Partner Organization of the Women's Business Enterprise National Council (WBENC) and is also certified by New York City as a Women-owned Business Enterprise.



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Multicultural Marketing Resources, Inc.



Multicultural Marketing Experts



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