

Five Blocks Reputation Management - Capabilities

Overview

The world of public relations has changed. Today, PR agencies and consultants are being asked to use Facebook, YouTube, and Twitter, not to mention engaging popular bloggers in whatever industry their clients happen to be in. Moreover, clients are finding themselves susceptible to harmful, sometimes libelous claims posted on the Internet that are just as visible as the Wall Street Journal article the agency successfully pitched.

Today, your client's Google search results page is its new homepage. Consumers trust what others say about their brand MORE than your client's website. It's a new dawn in our industry and changing times require additional tools to add value to clients.

Five Blocks Online Reputation Management

Five Blocks Reputation Management is a service that actually brings together the merging disciplines of Public Relations, Website Development and Internet Search Marketing. We work with PR firms of all sizes focused on a wide range of clients and industries. Five Blocks ensures that their clients have control and "ownership" over what their customers, investors, potential partners and employees see when they search a client's name in any one of the most popular search engines. Our team maps the client's ideal "search profile" and executes a plan to achieve the goal of shaping a positive and long-lasting reputation online.

Our Approach

We look at online reputation management as a PR function. Online reputation management is not merely an extension of PR efforts, but a vital element to the overall communications plan. Working closely with our partners, we develop a plan that fits into the overall PR plan, sometimes to solve a crisis and often to set the stage for potentially negative news releases.

Our Services

Analysis: Five Blocks provides a report of the client's search results based on one or several keywords that map not only which results are positive and negative, but how

deep and significant the damage is. Our analysis is backed by data and presented to our partners in an easily understood format that can then be forwarded to their clients.

Mapping a Plan: Once we have determined the scope of the client's project, our team of search engine experts and public relations specialists develop a plan to replace negative coverage in the top 10-20 results with either existing positive content or content our team develops in-house. The plan reflects the client's desired search profile and includes a detailed timeline and budget.

Execution: Each keyword is treated as a project. Most brands are interested in their company's name first and foremost. Some clients may have executive level officers that need our services, and others have numerous sub-brands or product names that are treated individually. Our team of writers and web designers take existing web properties and distributes them in a manner that Google and the other search engines like. Invariably, Five Blocks develops additional websites, blogs and industry portals that we either own or have relationships with, in order to "fill out" the desired search profile.

Monitoring & Reporting: Because members of our team have worked extensively on both the PR agency and client side, we know how to tailor our reports in a fashion easily merchandised back to the client. Our results are measurable, constantly improving, allowing our partners to deliver "good news" to the inbox of their clients in regular and frequent intervals. All of our reports are full-color and provide not only status updates but additional insights into the challenges.

Project Length

Depending on the specific needs of the client, Five Blocks typically needs one month to ramp up and an additional month for each negative result that the client wants displaced. Of particular value to agencies is that hardly any of our clients leave us. By extension, we bring a stickiness to our partners overall communications services that simply didn't exist before. In today's uncertain economic climate, every edge that a PR agencies can bring to its clients helps.

Working with Agencies

Five Blocks has more than four years of experience working with PR firms and crisis communications consultants (not to mention talent managers and campaign directors).

Our mantra is to keep our partners happy by keeping their clients happy. We recognize that the synergy between our specialized service and our partners PR efforts are the perfect marriage. Our strategy differs from our competitors because of our focus on attacking "challenges" from the perspective of the PR firm. All of our reports are crafted to make our partners look good to their clients, which have only led to more business for all parties involved.

Our partners seem to vary in the degree to which they want to be involved in our work. We have a flexible structure at Five Blocks that allows for heavy involvement with our partners all the way to no involvement. Some PR firms make money from our services by building billable hours around our work, which is preferably integrated into their overall PR program. We are available for consultation as needed and are often asked to provide tailored materials for our partners to present to their clients.

Our Fees

Most of our clients are billed between \$4,000 - \$12,000 per month, depending on two factors: how serious and deep the challenge and how quickly the client needs the work done. Usually Five Blocks is engaged with clients who have a punctuated issue that has either recently arisen or has lingered far too long. We structure our fees through our partners who either mark up our services to their clients or build billable hours around our work.

Bios

Sam Michelson (CEO, Founder): Prior to launching Five Blocks, Sam founded YouNeverCall (a leading cell phone website) CondominiumCentral (a licensed online luxury condos broker). Sam's focus at Five Blocks is overseeing the research and development team and managing the growth of the company from fewer than a dozen clients a year ago to tens of clients today. Sam holds two US Patents - one in text categorization, the other in interactive advertising. Sam has a BA in Psychology from Yeshiva University and a Master's of Science in Management from Boston University.

Steve Shochet (Chief of Operations): Steve has served in a number of groundbreaking technology companies since 1999, his involvement spanning all stages from initial production and manufacture through to final Quality Assurance, including involvement with AeroMaoz, a world-leader in Aircraft and Ground Vehicle



illuminated display and control systems, and with Deltathree, a pioneering provider of Internet telephony and VoIP solutions. Mr. Shochet is responsible for Web Analysis and Optimization, having developed unique strategies for popularizing third-party client websites. He holds a BA degree in Public Administration from the University of Maryland.

Aaron Frazer (CTO): Aaron Frazer is an accomplished software developer and strategist with varied experience in a number of cutting edge technology ventures. He has been involved with the development, online application, design and implementation of a number of software applications across varied platforms. Mr. Frazer specializes in tailoring software solutions to meet the needs of organizations, and he has developed and designed innovative database and content management systems for the innovative field leaders, Syntab Ltd., WebYeshiva.com and Tillinger Consulting Corp., among others. Mr. Frazer holds a BA degree in Computer Science.