

SlateAI – Lead Report

Lead Number: 14

Company Snapshot - VVK PR + Creative

Name: VVK PR + Creative

Industry: Public Relations and Marketing

Size: null

Offerings: Public Relations; Video Production; Marketing + Digital; Executive Positioning

Recent Signal: Acquisition of Stern Strategy Group PR & Executive Visibility; recent awards/certifications (Michigan Celebrates Small Business, Corp! Diversity Focused Company, Best of MichBusiness); Detroit-based certification

Opportunity Summary

A brief summary of what opportunities are available for Slate with this lead, and why.

Likely Pain / Need

Main Problem / Need:

Needs scalable media monitoring and mention tracking for PR outcomes; automation of internal project management to reduce manual updates and improve delivery speed; client-facing reporting and communications automation to demonstrate KPIs (media placements, engagement, leadership reach) - these would support the firm's growth and recent executive-visibility focus

Value Hypothesis

Statement:

SlateAI can deliver continuous media monitoring and automated alerts so VVK can demonstrate placement impact and leadership reach in real time. By automating project workflows and generating client-ready reports, SlateAI would reduce manual work, speed campaign delivery, and provide measurable KPIs that support the firm's executive visibility and integrated campaigns.

Decision Contacts

Contact #1

Name + Title: UNKNOWN

Email: hello@vvkagency.com

Phone: UNKNOWN

Additional Information

Next Steps:

1) Send a personalized outreach email to hello@vvkagency.com referencing the Stern Strategy Group acquisition and propose a 20–30 minute call to discuss executive visibility challenges; 2) Offer a short pilot (4–6 weeks) focusing on media monitoring + automated executive visibility reports using SlateAI to demonstrate ROI; 3) Prepare a tailored demo showing media mention tracking, alerting, automated client reports, and integration options with VVK's workflows; 4) Follow up with a case study outline combining PR + video measurable KPIs.

Lead Score: 4

Lead Score Reason:

Strong fit — VVK's recent acquisition and emphasis on executive visibility plus stated needs for media monitoring and automation align well with SlateAI capabilities; likely worth active engagement.

Additional Notes:

Checklist: Review SlateAI capabilities; Map VVK service lines to SlateAI use cases (media monitoring, workflow automation, reporting); Identify pilot scope focused on executive visibility; Prepare tailored outreach referencing Stern acquisition. Other info: Office at 950 Selden St., Suite 120, Detroit, MI 48201; contact: hello@vvkagency.com; website: https://vvkagency.com/?utm_source=chatgpt.com