

COMPANY PRESENTATION | 2024





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# About DRW®

From luxury interiors and real estate to solo and adventure travel, we bridge the gap between public relations, signature service, and sales in the new era of luxury.

# From Our Founder

**DRW®** is a boutique, American-led marketing and public relations agency. We **provide full-service on and offline reputation management for the world's finest companies.**

When DRW® was formed back in 2018, we wanted to be **more than just a PR agency**. Our aim was to develop an architecture for helping companies build authentic, human-centered narratives that put people at the heart of luxury experiences.

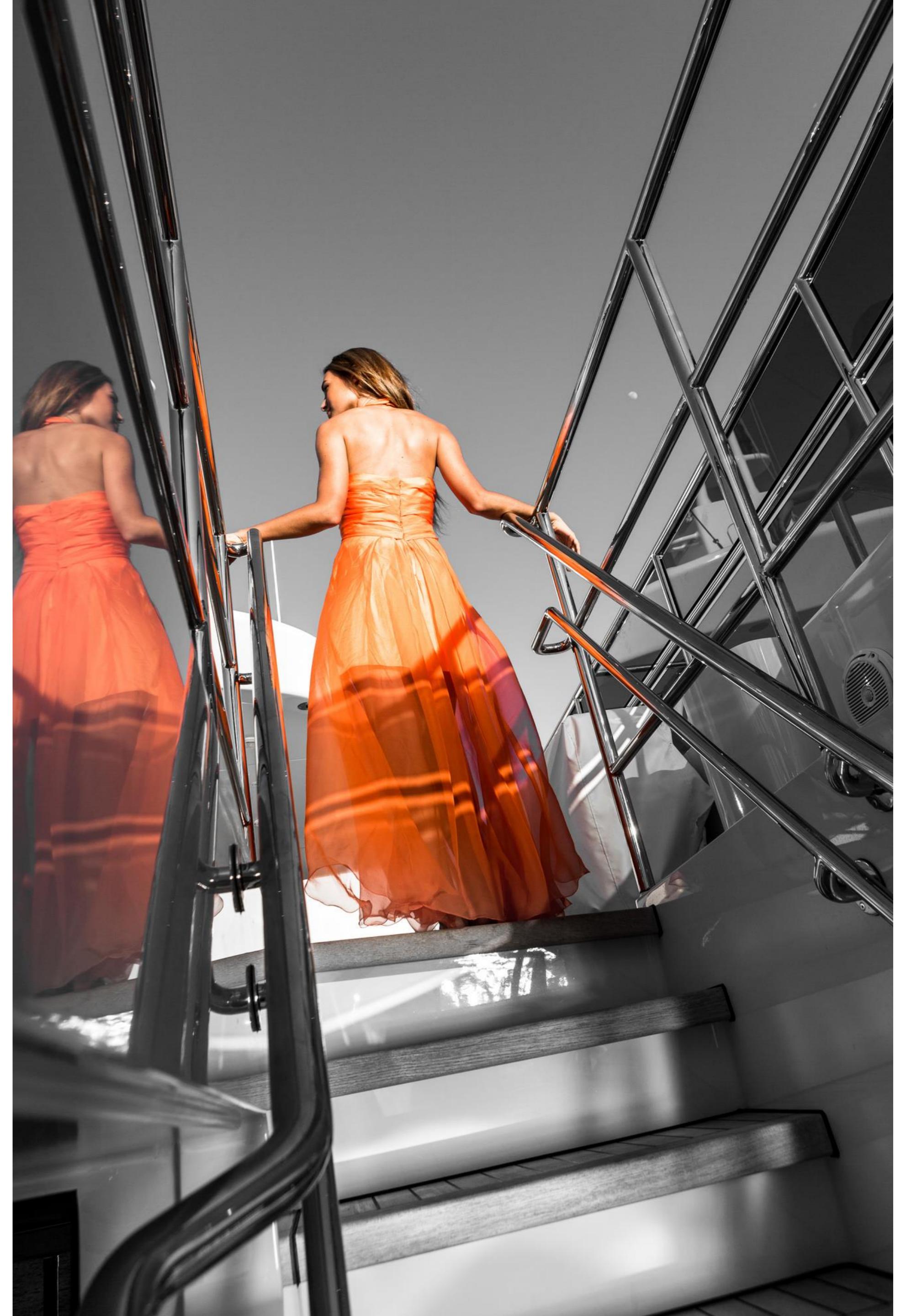
We wanted to **create communication strategies able to support the revenue goals of the companies we represent who are looking to scale.**

And today, our team is fortunate to be able to do just that...

... So, whether it's big picture thinking, gleaning insights for future clients, building relationships with yacht brokers and charterers, or optimizing operations for luxury travel or tour operators, **DRW® is committed to helping you delivering the kinds of communication outcomes that reflect the values, passions, and habits of our prospects and clients** – at every stage of the journey.

And now, I am proud to present DRW Communications FZC – LLC.

  
FOUNDER, DRW COMMUNICATIONS



# About DRW®

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At DRW® we bridge the gap between traditional PR, signature service, and the new rules of human-to-human (H2H) sales and marketing.

# About DRW®

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## MEANING

We are committed to data-driven, personalized understanding the affiliations, personal backgrounds, philanthropic endeavors, passions, hobbies, and interests of the ultra-high-net-worth (UHNW) individual.

Integrated communication strategies that support your long-term business goals and drive revenue.

We measure PR our performance on web traffic, social engagement, media mentions, and quality of coverage.

## CONNECTION

In a world full of digital pollution, we value a human-to-human (H2H) communications that connects with the passions, values, and habits of the UHNW.

Authentic, narrative-driven messaging is at the core of our DNA.

We want to work with people that we care about, whose business and social values align with ours, and who are as moved by their beliefs and sense of personalized authenticity as we are.

## POSSIBILITY

We believe that narrative-driven PR can have a dramatic impact on scaling your business.

We share the techniques and technologies that help you connect with your target audience(s) and become successful.

We explore everything from media relations, content marketing, and SEO to automated content solutions, and email marketing.

***“Like people, all brands are born unique. Most, however, die as copies.”***

*– Dellvin Roshon Williams*

# About DRW®

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## CORE MARKETS:

### GLOBAL TO NICHE BRANDS

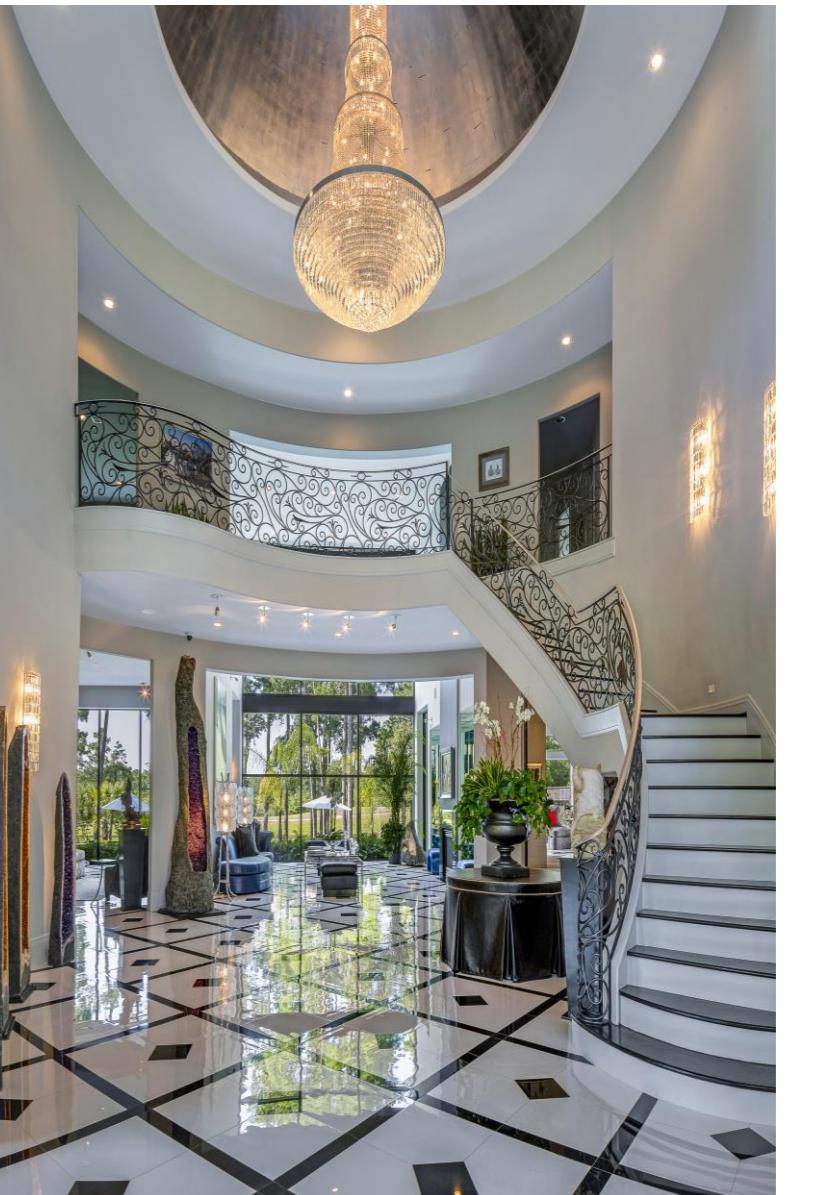
We collaborate with and represent clients in the ultra-luxury sector, which includes but is not limited to, art, aviation, finance, hospitality, interiors, private travel, and real estate.



**Yachting**



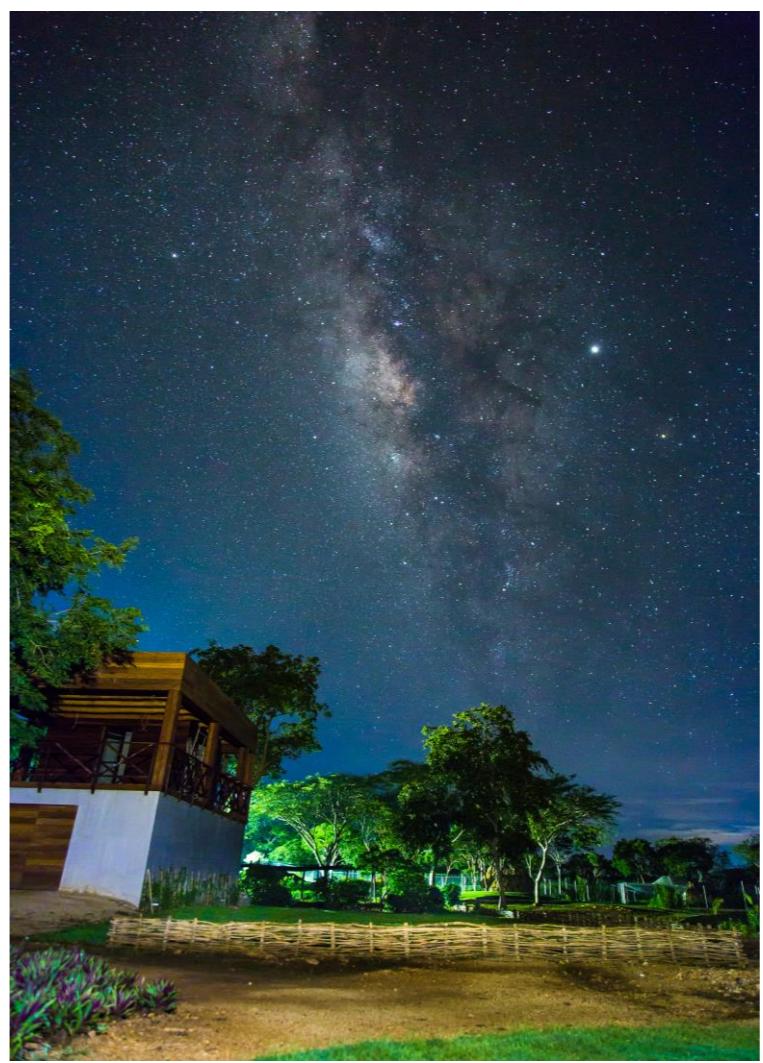
**Art**



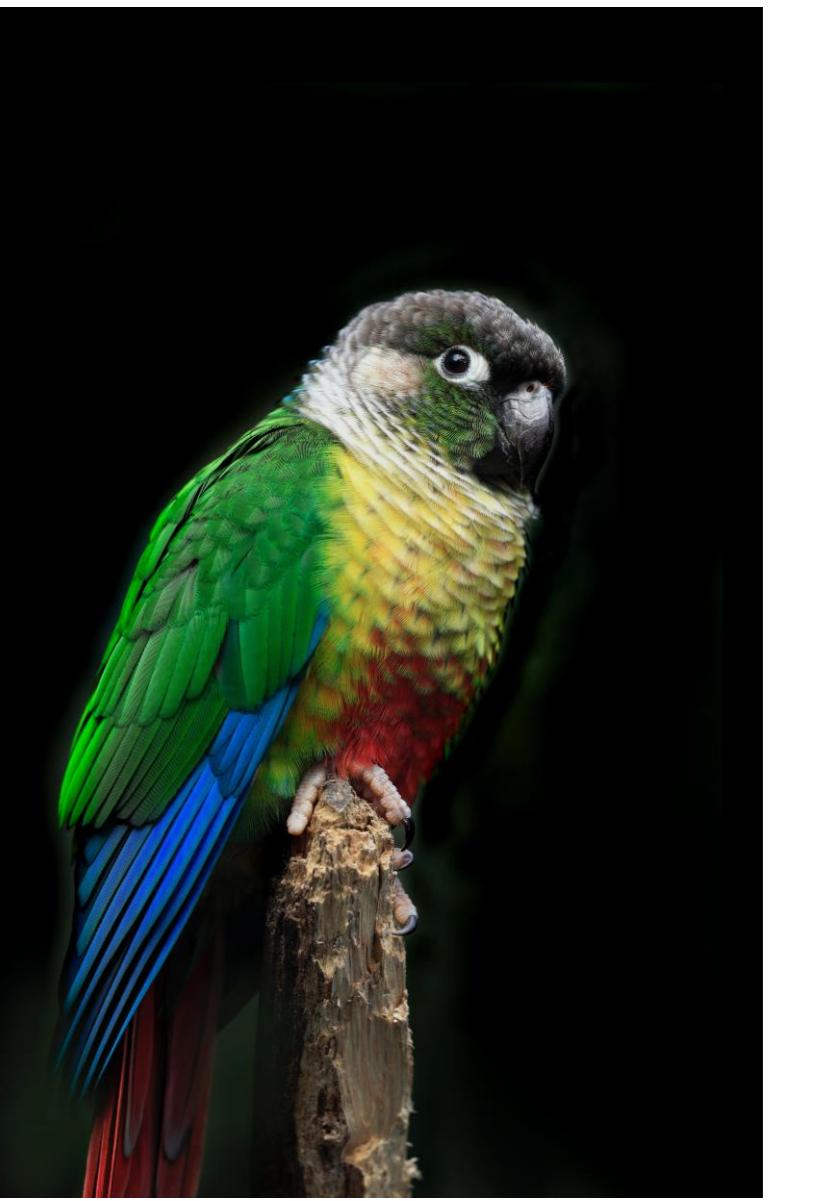
**Interiors**



**Aviation**



**Real Estate**



**Travel**

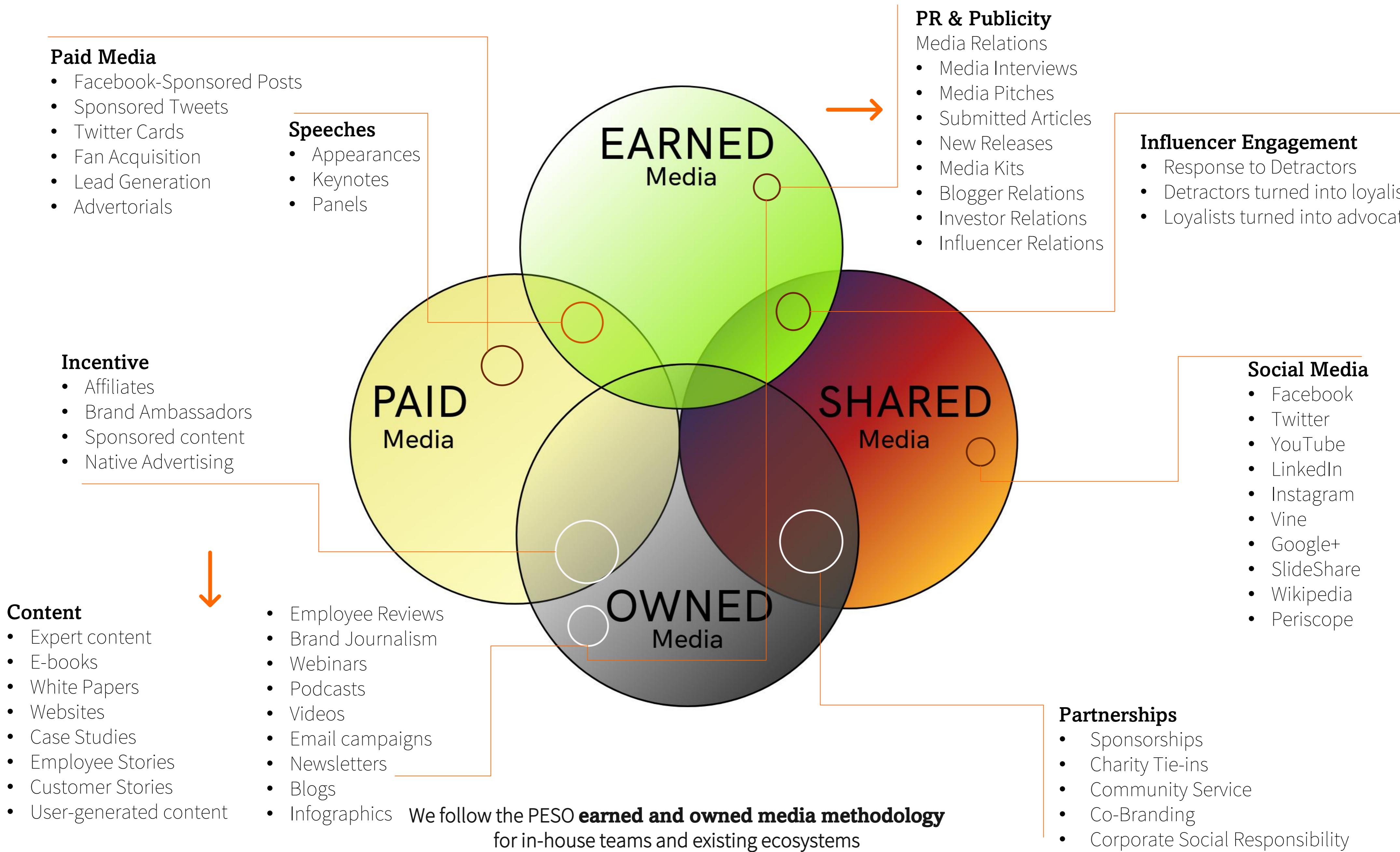
# Our Services

From yacht brokerage and charter to solo and adventure travel, we bridge the gap between public relations, signature service, and sales in the new era of luxury.

# Our Services

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At DRW® we bridge the gap between traditional PR, signature service, and the new rules of people-first sales and marketing.



# Our Services

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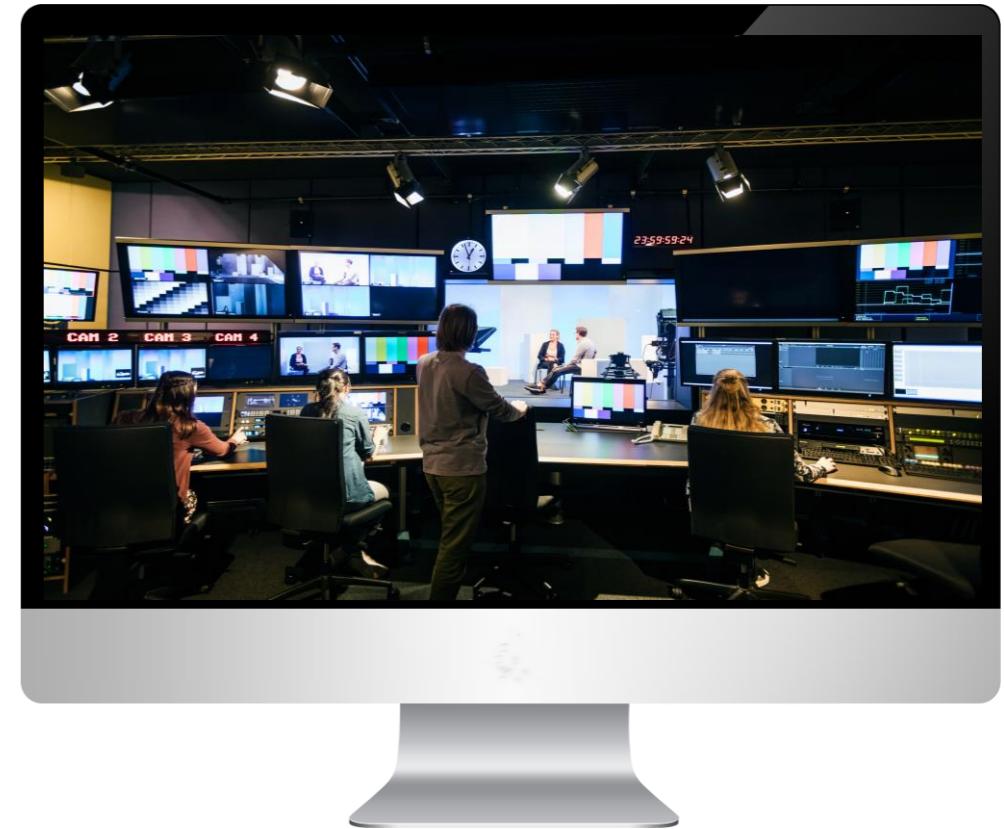
# Our Services

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## MEDIA RELATIONS

Done right, a well-thought-out media strategy can open an entirely new world of possibility for your brand. You can carefully craft messaging that resonates with journalists, as well as mass, niche, and industry influencers. You can build compelling brand narrative that directly speaks those you seek to serve.

You can use earned media to explain why your brand exists and how it can resolve conflicts in the lives of your stakeholders and publics. That's why we've put together a team of expert communicators who understand that relationship-building is the key to the long-term growth of your business.



## ANALYSIS+ RESEARCH

- Market research
- Pain points
- Unmet customer needs
- Persona-specific needs
- “Look alike” prospects

## AIMS+ OBJECTIVES

- SWOT Analysis
- S.M.A.R.T. Objectives
- Defining Media Plan
- Choosing Audiences
- Choosing Media Channels

## STRATEGY+ TACTICS

- Defining Media Persona
- Online newsroom build
- Press Releases
- Press Kits
- Mass Media: Radio
- Mass Media: TV
- Mass Media: Magazines
- Social Influencer Collaboration

## IMPLEMENTATION

- Original Research Reports
- Selling Events
- Sales Playbooks
- Sales Enablement Tools
- Digital Marketing Assets
- Digital Media
- Social Media
- Subject Matter Expertise

## OPTIMIZATION

- Conversion optimization
- Data and analytics
- Media monitoring
- User journey tracking

# We've placed positive coverage for clients in...

Aspire Magazine

Debonair Magazine

Fast Company Middle East

Forbes Middle East

Haute Living

Hautetime.com

Hellenic Hotels

International Policy Digest

Luxury Hoteliers

Metropolitan Design Magazine

Upscale Living Magazine

Watch 1010 Magazine



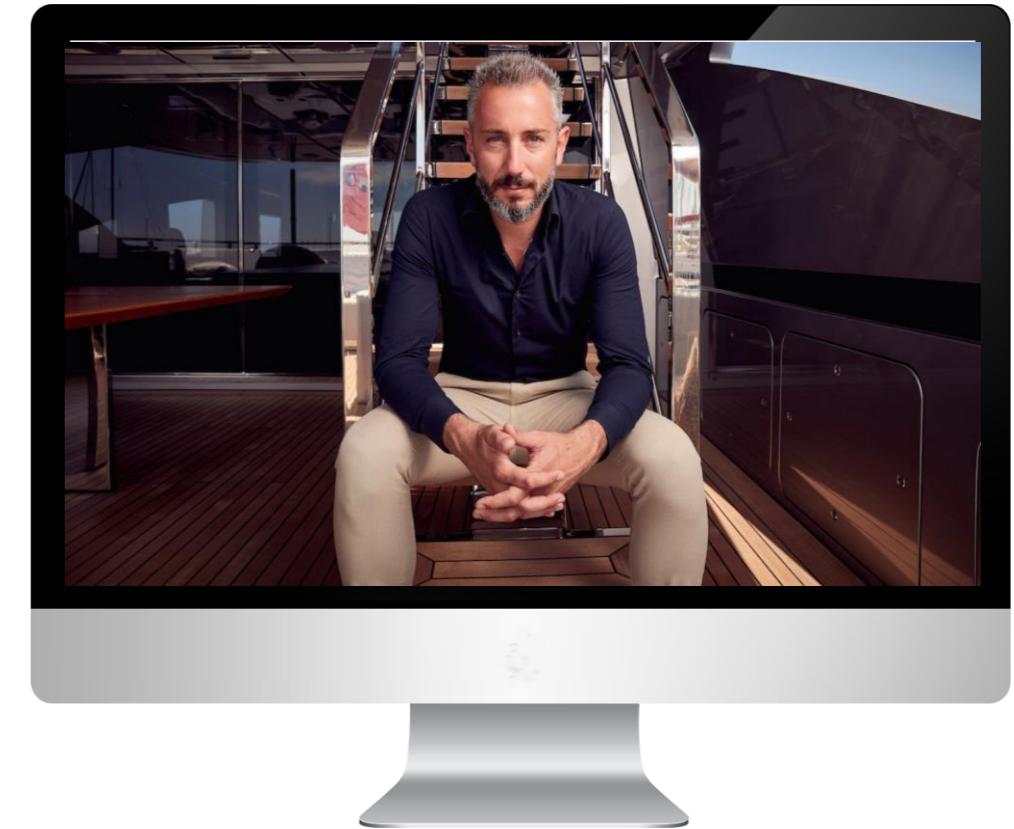
# Our Services

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## THOUGHT LEADERSHIP

In the age of digital, traditional public relations comes across as old-fashioned. Understood by most people as a form of journalism, public relations was based on a model in which PR pros “engineered” public opinion for an organization and then communicated that information to the public.

Public relations through thought leadership marketing provides the exact blueprint you need to build an audience hungry for your content. It also allows you to create clear points of difference through brand positioning, connect with your customers, and drive sales outcomes.



### ANALYSIS+ RESEARCH

Market research  
Pain points  
Unmet customer needs  
Persona-specific needs  
“Look alike” prospects

### AIMS+ OBJECTIVES

Develop content architecture  
Map marketing & sales process  
Create Go-to Channel-ready content  
Publish Thought Leadership Assets  
Engage customers using a mix of marketing, media, and sales channels

### STRATEGY+ TACTICS

Integrate sales process with comms, branding, and sales goals  
Build thought leadership assets including advisory content, tools, and resources  
Deliver through multi-channel programs

### IMPLEMENTATION

Original Research Reports  
Selling Events  
Sales Playbooks  
Sales Enablement Tools  
Digital Marketing Assets  
Digital Media  
Social Media  
Subject Matter Expertise

### OPTIMIZATION

Conversion optimization  
Data and analytics  
Media monitoring  
User journey tracking

# Our Services

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## LOCAL SEO + AUTOMATION

In the competitive world of public relations, standing out in search engine results pages (SERPS) is crucial for driving traffic and growing your business. Local SEO, the practice of optimizing your online presence to attract more business from relevant local searches, is an essential component of any SEO strategy.

Focusing on local SEO can significantly boost your SERP position and help you thrive. Additionally, optimizing your Google My Business listing, leveraging local keywords, building high-quality local citations, creating localized content, and engaging on social media, are ways that we at DRW use to massively boost your SERP position and overall ranking.



### ANALYSIS+ RESEARCH

Market research  
Pain points  
Unmet customer needs  
Persona-specific needs  
“Look alike” prospects

### AIMS+ OBJECTIVES

Optimize Internal Linking Structure  
Increase Conversions  
Increase Onsite Visitor Time  
Decrease Bounce Rate  
Maximize Page Speed  
Strengthen Domain Authority  
Improve Backlink Strategy  
Increase Organic Traffic

### STRATEGY+ TACTICS

Align SEO with Business Goals  
Define Key KPIs  
Perform Keyword Research  
Define Most Valuable Pages  
Conduct Competitive Analysis  
Plan for UX  
Align SEO Strategy with Customer Funnel  
Report and Set Expectations

### IMPLEMENTATION

Emulate Top Performing Pages  
Target Competitor Rankings  
Competitor Broken Backlinks  
Leveraging Internal Links  
Manage Backlink Profile  
Grow Authority with Digital PR  
Turn Brand Mentions into Links  
Demonstrate Topical Expertise

### OPTIMIZATION

Conversion optimization  
Data and analytics  
Media monitoring  
User journey tracking

# Our Services

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## CONSULTING

Marketing automation can merge your online communication, sales, and brand journalism efforts into an effective PR strategy. It can also help you save time, reduce labor costs, and give your life back. Today, effective PR is but one part of the larger, more complex communication framework.

Different types of marketing automation include digital advertising, email campaigns, lead generation, and much more. Generally, marketing automation uses machine learning or pre-determined attributes to run autonomously. For some marketing campaigns, we establish workflows to run independently.



## ANALYSIS+ RESEARCH

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- Pain points
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## OPTIMIZATION

- Conversion optimization
- Data and analytics
- Media monitoring
- User journey tracking

# Our Services

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## HIGH VALUE MEDIA PROCESS



We create targeted data based on company data, knowledge, and digital audits.

We identify audience segments and create detailed persona targeting packs.

We use actionable insights to create high-conversion content.

We deliver A/B tested ads to your ultra-high-net-worth (UHNW) audience.

We report regularly to a schedule, defined by you, along with your KPIs.

We recommend and implement optimization based on A/B results and testing.

We create an optional UHNW funnel to drive prospects and clients to conversion.

# Our Services

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## PUBLIC RELATIONS (PR)

PR plays an important role in establishing and communicating brand identity. Authenticity is all about aligning brand's values with actions. In addition, it is about being transparent with the consumer base, and consistent PR efforts help ensure that the brand message is communicated constantly.

At DRW, we leverage different touchpoints and channels to ensure the brand's identity emotionally connects and resonates with their prospects and clients to drive seamless omnichannel communication. We share the techniques that will help you connect with your audience.

### ANALYSIS + RESEARCH

- Analyze the environment
- Analyze the organization
- Analyze the stakeholder
- Quantitative/ qualitative research
- Primary research
- Secondary research

### AIMS + OBJECTIVES

- SWOT Analysis
- S.M.A.R.T. Objectives
- Short-term campaign objectives
- Long-term strategic objectives
- Identify publics
- Identify media personas
- Define key messages

### STRATEGY + TACTICS

- Media Relations
- Advertising: magazines, radio, TV
- Newsletters, brochures
- Websites, publications, SEO
- Product Branding
- FAM Trips
- Events

### IMPLEMENTATION

- Community Building
- Content planning
- Interviews
- Thought Leadership Assets
- Press Conferences
- Press Releases
- Press Kits + Bios
- PR & Influencer campaigns

### EVALUATION + REVIEW

- Conversion optimization
- Data and analytics
- Media monitoring
- User journey tracking



# Our Process

From yacht brokerage and charter to solo and adventure travel, we bridge the gap between public relations, signature service, and sales in the new era of luxury.

# Our Process

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At DRW® we bridge the gap between traditional PR, signature service, and the new rules of people-first sales and marketing.

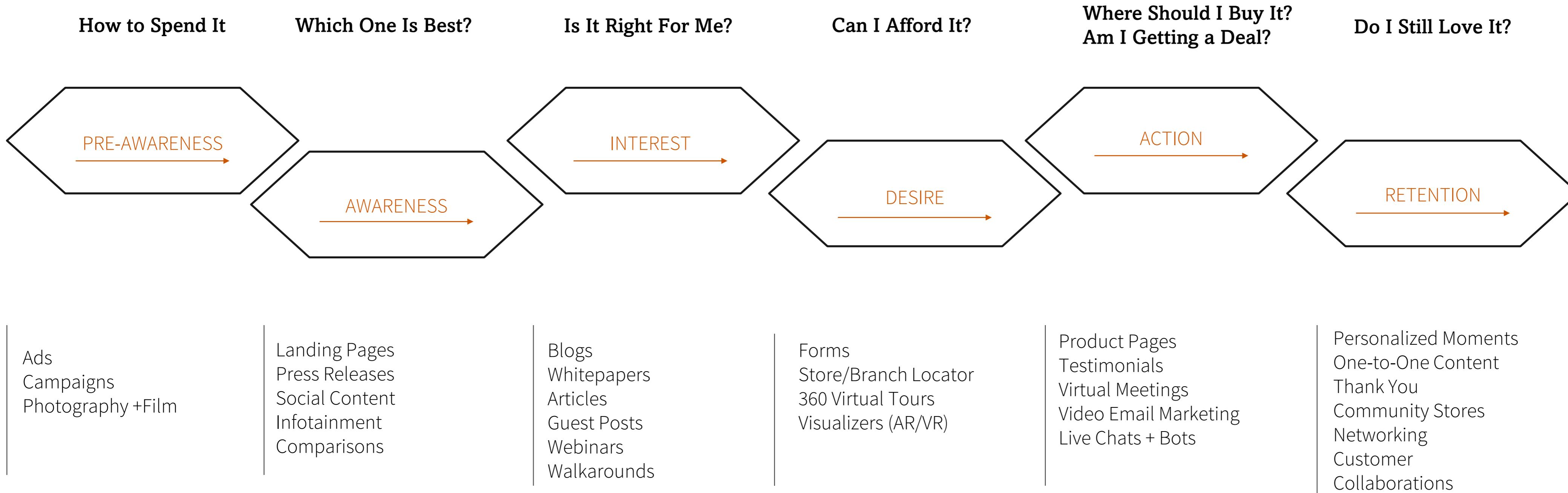
# Our Process

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## THE HIGH-VALUE PURCHASE JOURNEY

As ultra-high-net-worth (UHNW) clients move through the customer journey, they expect to see helpful content on the platforms they use at a time that suits them.

We map our digital landscape to identify where your brands needs a print and digital presence to keep the customer moving swiftly through the high-value funnel.



# Our Packages

From yacht brokerage and charter to solo and adventure travel, we bridge the gap between public relations, signature service, and sales in the new era of luxury.

# Our Packages

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We offer two packages designed to merge public relations with web-based content and funnel solutions. Each of the below solutions is customized to address the needs of our prospects and clients.

For customized requests, contact us at: [ceo@drwcommunications.com](mailto:ceo@drwcommunications.com)

		<b>PR &amp; Integrated Communications</b>	<b>Content &amp; Funnel Solutions</b>
<b>Strategy</b>	Included	Included	
<b>Execution</b>	Includes + print + online + digital media coverage	Includes website design + opt in capture + sales emails + traffic	
<b>Outputs</b>	Includes measurement of campaigns against objectives	Includes brand awareness content + email marketing + scalable products for lead generation	

Book your 1:1 discovery call at:  
[luxpr.drwcommunications.com/consult](http://luxpr.drwcommunications.com/consult)

# Our Founders

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**in** Dellvin Roshon Williams |  
**Luxury Travel & Yacht Marketer**  
 Co-founder | **CEO**

Dellvin is a lifestyle and elite travel writer, lecturer, public speaker, and creator of Maritime Novella, the UAE's first super yacht podcast. The Texas, USA native aspires to help brands craft meaningful narratives while growing their influence through sales-led media relations strategy in the digital era.



**in** Vimbainashe Ruzvidzo-Williams |  
**Luxury Realtor**  
 Co-founder | **Customer Success Manager**

Vimbainashe hails from Harare, Zimbabwe. She is an international development specialist and PMI® certified project manager. She plays a vital role in DRW® through business development, and currently consults on projects in Saudi Arabia, the Maldives, and the United Arab Emirates.

## We help you adapt and thrive *in the era of New Luxury*

More than ever, **UHNW prospects** who value high-end experiences **want exclusive, personalized service**. Understanding their demographics and psychographics can help brands tailor their offerings to better meet the needs and expectations of their clientele.

At DRW® **we bridge the gap between traditional PR, signature service, and the new rules of content-driven sales and marketing** so our clients can directly speak to the passions, habits, and values of cash rich but time poor, opulent, independent, and affluent publics.

With this at the heart of our work, we don't just do PR. **We build long-term communication strategies** that align with the business goals of companies committed to curating bespoke, end-to-end, niche brand experiences.

Contact us today.

[ceo@drwcommunications.com](mailto:ceo@drwcommunications.com)  
[www.drwcommunications.com](http://www.drwcommunications.com)  
[www.instagram/drw\\_comms](http://www.instagram/drw_comms)



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