

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.

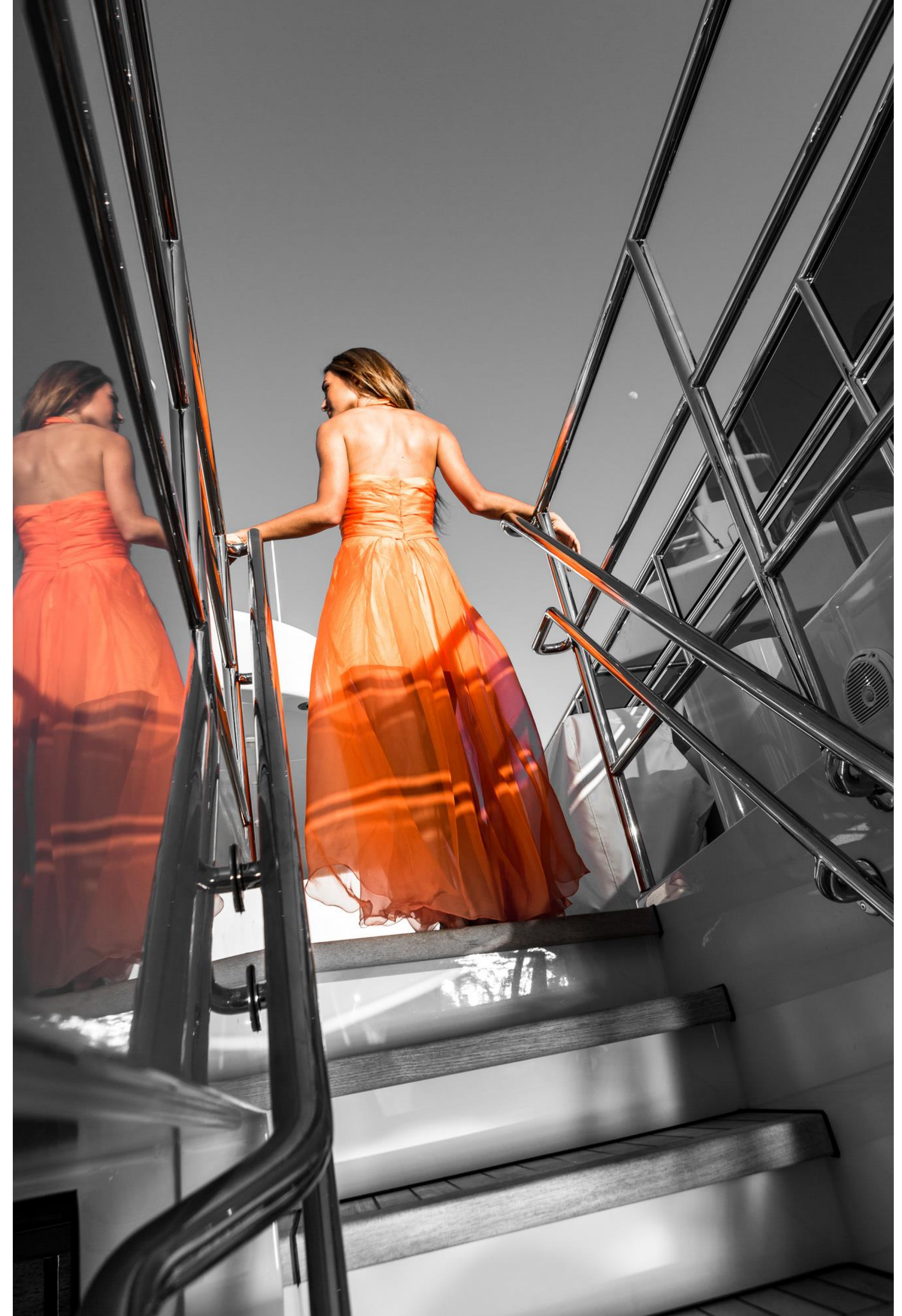
**We** wanted to **create communication strategies able to support the revenue goals of the companies we represent who are looking to scale.**

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.

*Dellvin Roshon Williams*  
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®

## 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

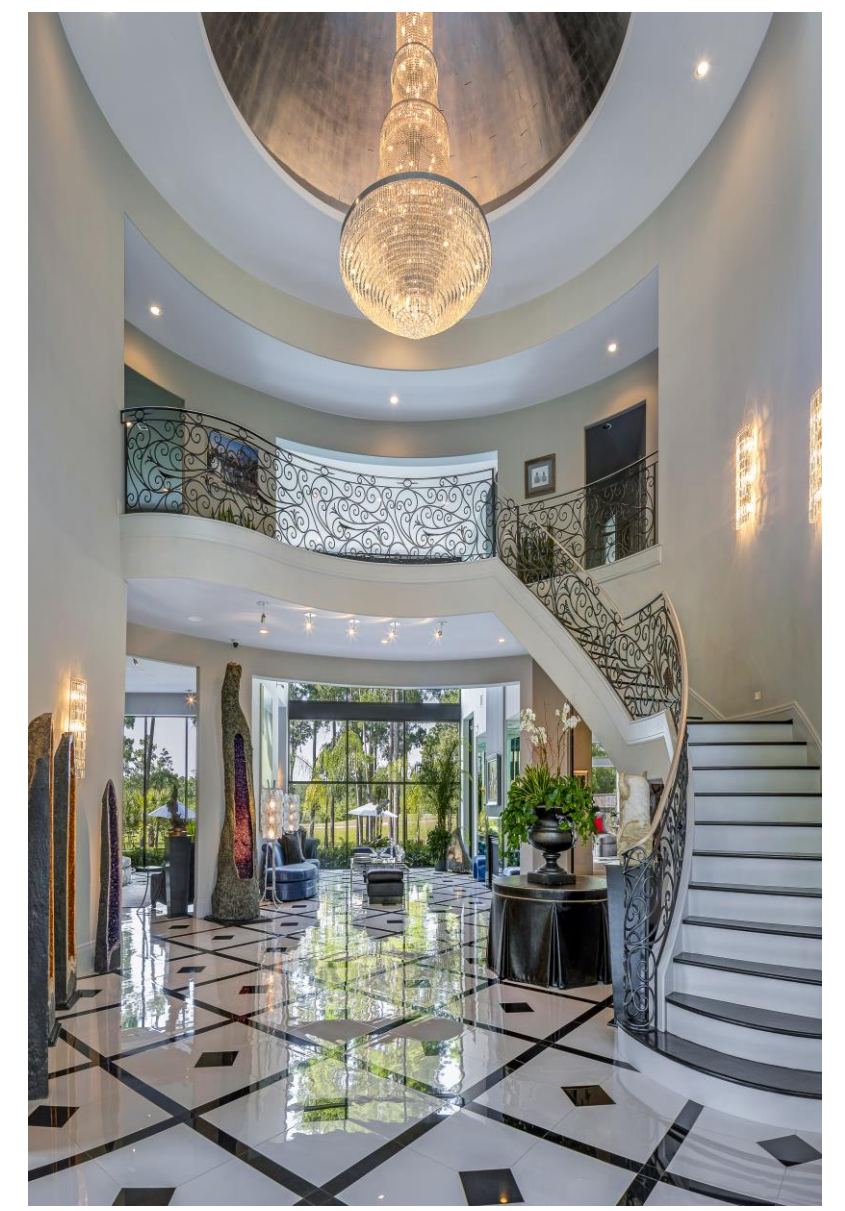
We collaborate with and represent clients in the ultra-luxury sector, which includes but is not limited to, art, aviation, finance, hospitality, interiors, private travel, and real estate.



**Yachting**



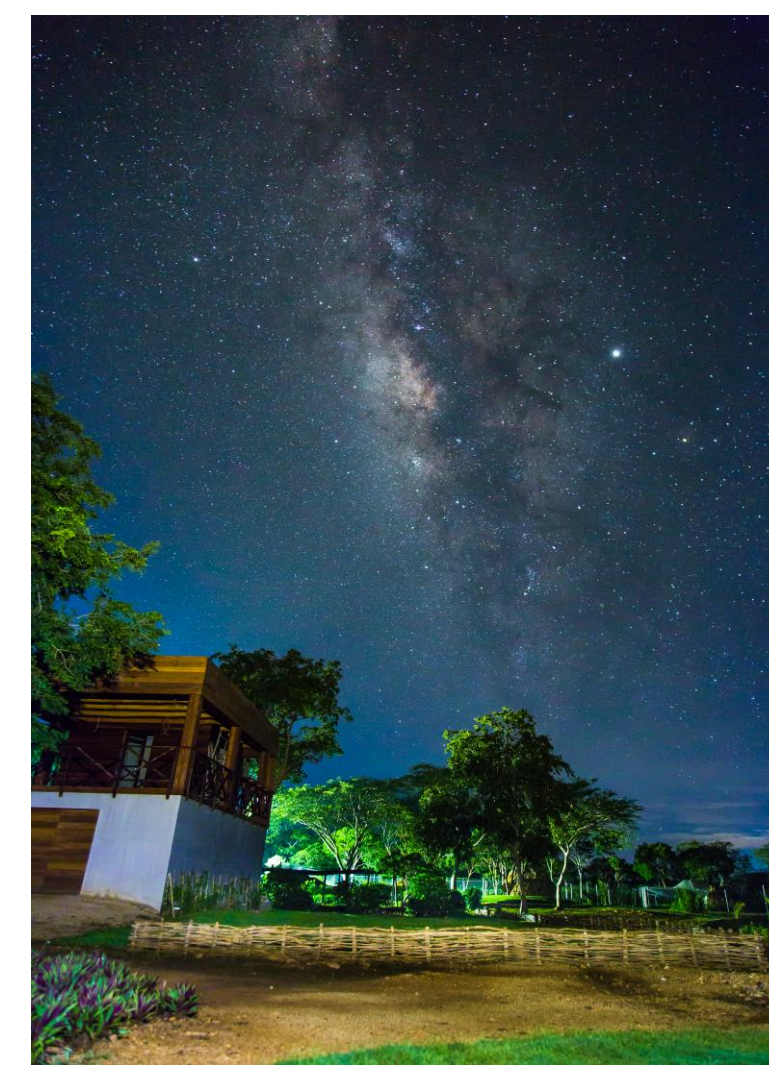
**Art**



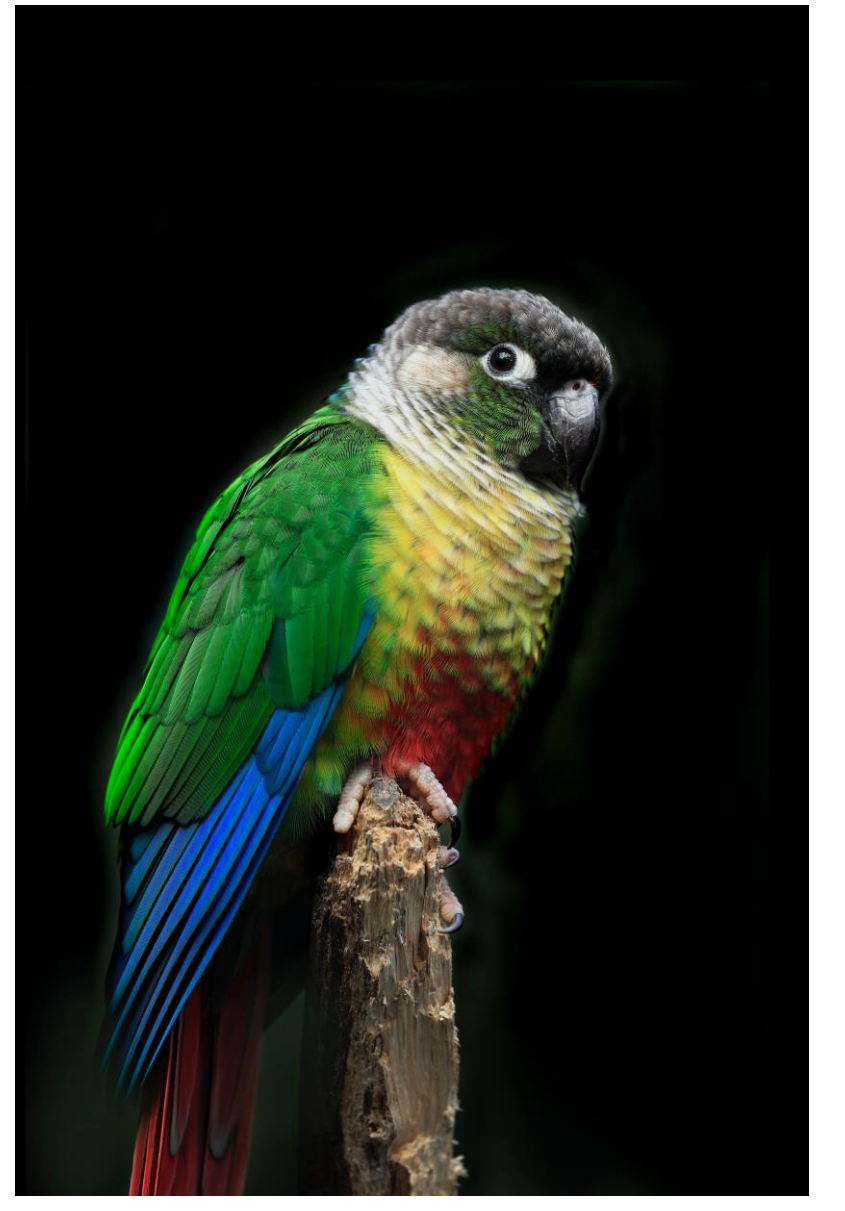
**Interiors**



**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.

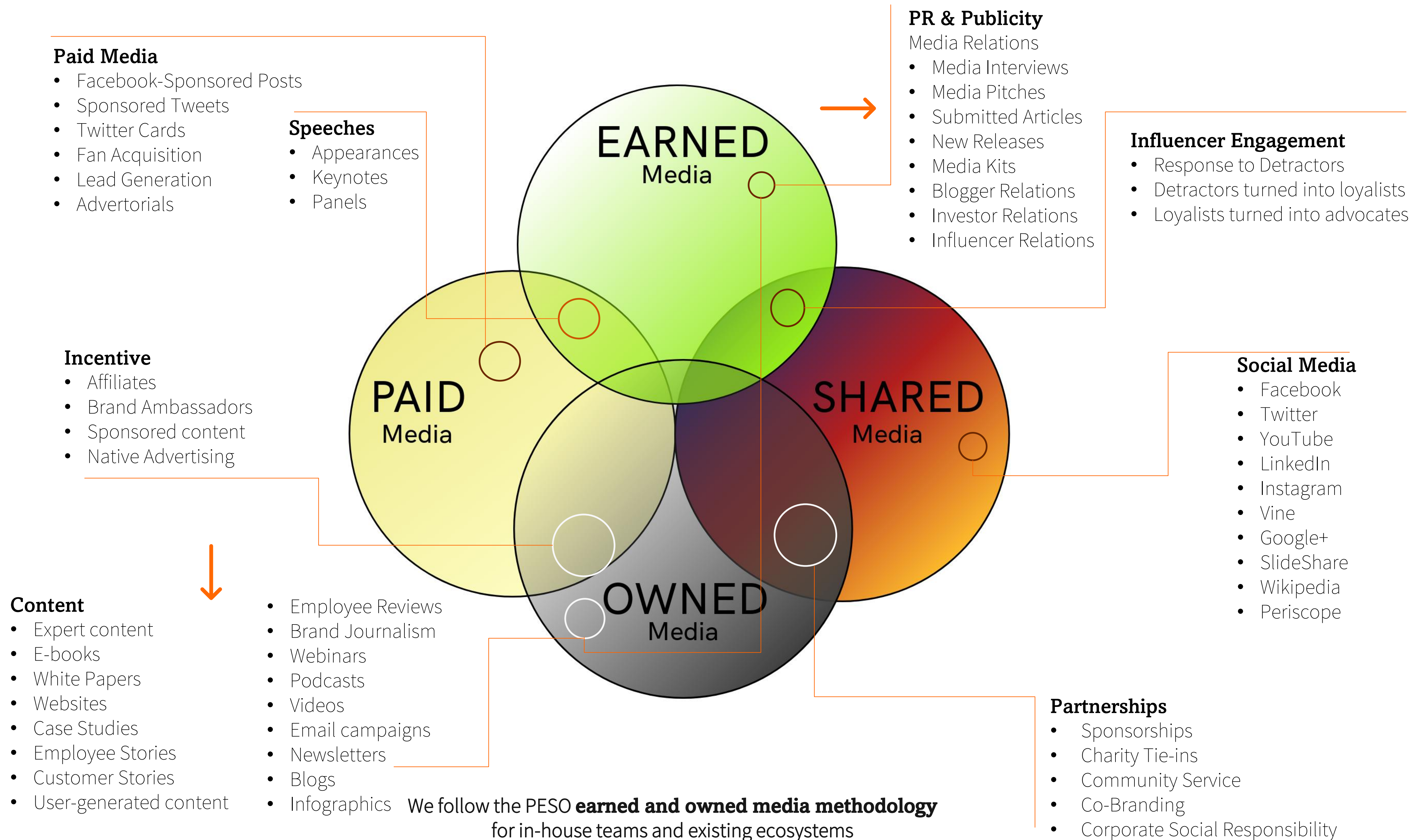


# Our Services

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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





# Our Services

## 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

START

If collaboration redefines boundaries, then haute horlogerie partnerships not only push boundaries but signal the creative destruction of these boundaries.

SPECIAL ADVERTISING SECTION: In-depth profiles from Roger Dubuis, Anderson Piguet, DWC Schaffhausen and Hublot tell the story of the interplay between avant-garde luxury watchmaking and the world's finest in sport and racing. Their insights show us what drives the broader phenomenon.

Unprecedented, bold, and outrageous, the Roger Dubuis-Pirelli big reveal came at this year's SIHH. To the occasion, a watchmaking atelier would appear to have little in common with an automotive tyre giant. Jean-Sébastien Boffard, regional brand director for Roger Dubuis, brings the concept into focus. "Partnership," he says, "is always a marriage between two brands — two partners — so it has to connect."

HAUTE LIVING

MIAMI

APRIL/MAY 2019

ASPIRE

FEB 2022

ISSUE 19

aspiremag.com

DEBTONOMICS

The Economics of Debt and how to keep afloat

Stevi Lowmass

The Camel Soap Factory and EXPO licensee on her award winning business

Match made on an App

CAN TECHNOLOGY REALLY PLAY CUPID?

FAHMY ANSARA DAHALAN

Chairman of the Malaysian Business Council, on the confluence between the two countries

Dariush Soudi

THE MODERN DAY GLADIATOR

Empowering you in 16 hours to Master and Multiply Sales

WOW LOCALES FOR YOUR WEDDING VOWS

surreal locations to look in your wedding vows

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LUXURY HOTELIERS

1st Quarter 2018

PRECISION

PARTNERS IN TIME

With celebrity ambassadors and brand collaborations becoming commonplace, behaviour speaks to industry insiders about the allure of these relationships

SMALL LUXURY HOTELS OF THE WORLD

TRAVEL TRENDS 2018

TOM MCALPIN

AGENT & CEO VIRGIN VOYAGES

ILHA INSPIRE'17

Summit Report Back

IS DE BASTO

Basto, a lifelong lover of and architecture, is one great behemoths of the peryacht industry

BENTLEY EXP 100 GT

Bentley Motors celebrated its 100th birthday introducing the Bentley EXP 100 GT

EXPERIENCE THE DIFFERENCE

www.upscalelivingmag.com

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Communications LLC

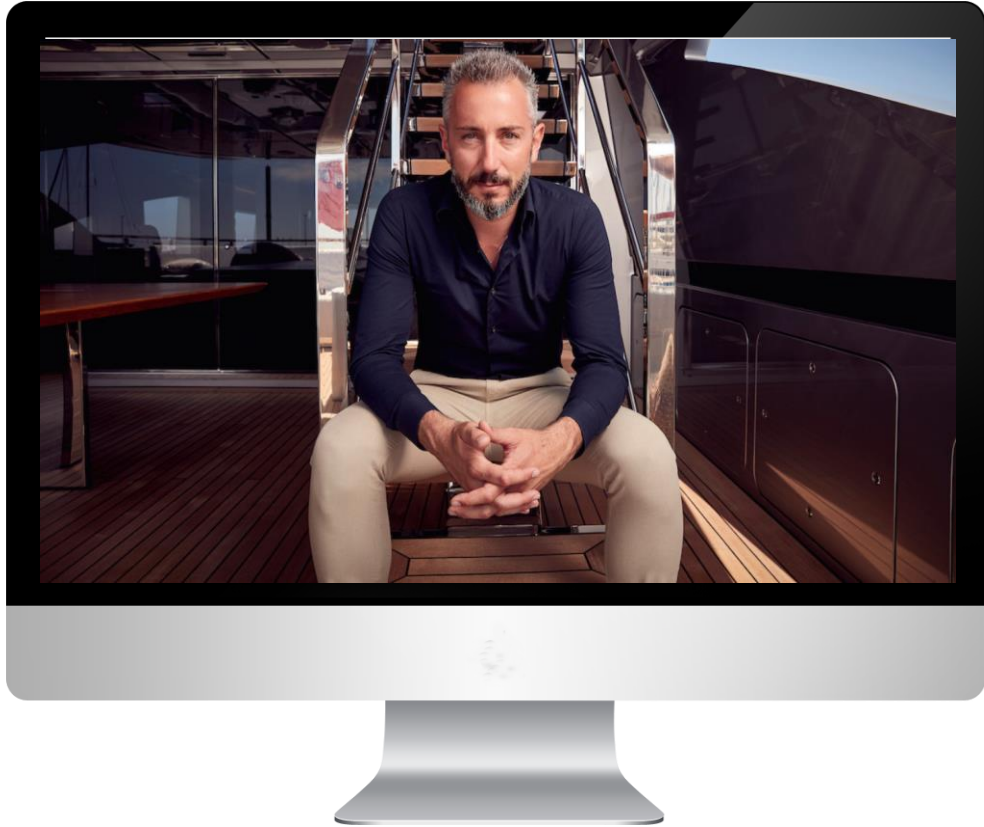


# Our Services

## THOUGHT LEADERSHP

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

## 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
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- “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

## 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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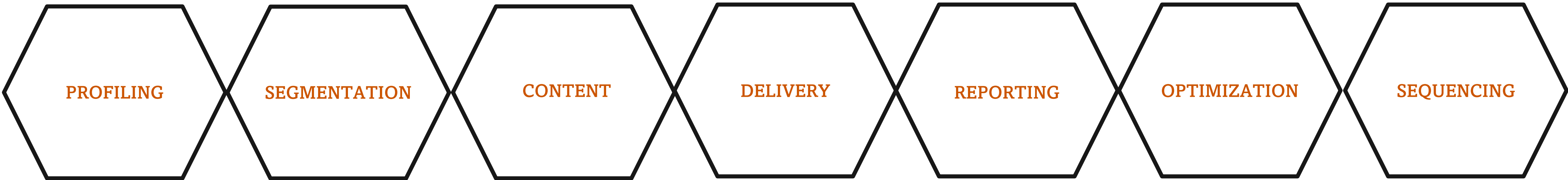
### OPTIMIZATION

- Conversion optimization
- Data and analytics
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- User journey tracking



# Our Services

## 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

## 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



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# 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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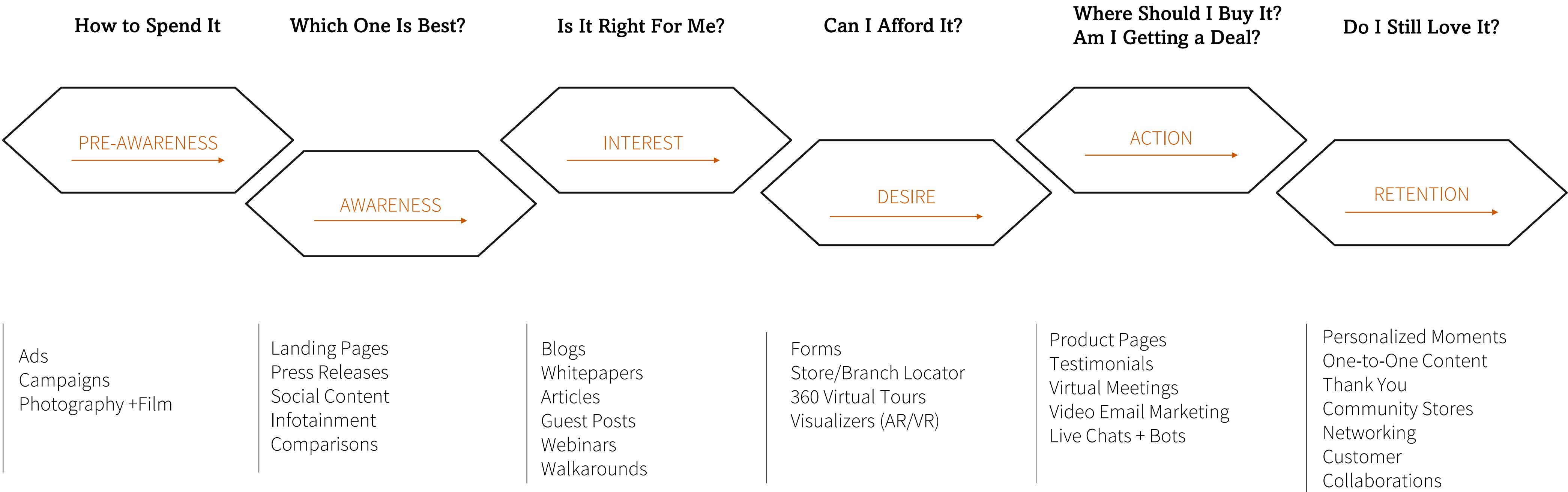


# Our Process

**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

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)

	PR & Integrated Communications	Content & Funnel Solutions
Strategy	Included	Included
Execution	Includes + print + online + digital media coverage	Includes website design + opt in capture + sales emails + traffic
Outputs	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](https://luxpr.drwcommunications.com/consult)



# Our Founders



**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](https://www.instagram.com/drw_comms)





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