

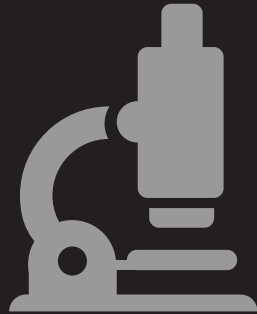
Approach

Siren has a 7-step approach to strategizing and executing public relations.



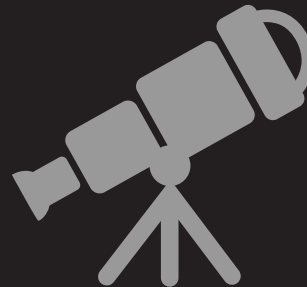
Listen

to where you're at and where you want to go.



Research

what's worked in the past and what needs to change.



Identify

your most powerful opportunities for success.



Define

success. What does it look like for you?



Work hard

but also work smart.
Sirens hustle the hardest.



Track

Impact reporting the way you need it.



Crush

goals, set new ones, repeat.