

## PR Packages

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PR can be extremely effective in building and maintaining awareness at relatively low cost and should undoubtedly form part of a pro-active marketing plan.

PR undoubtedly works best if an ongoing campaign is planned and our service would be based on the targeting of press releases to the trade and local press, online and offline.

A typical PR campaign would include:

- Creation of a specific media database
- Maintenance and development of that database
- Creation of regular press releases
- Distribution of each press release to appropriate media by mail/email
- Following up as appropriate
- Regular discussions on PR strategy and planning

	Total Cost	Paid Quarterly
• 12 month plan with 4 press releases	£1500	£375
• 12 month plan with 6 press releases	£2100	£525

Costs are subject to VAT.

There is no doubt that distributing photographs with press releases adds interest and increases the likelihood of gaining coverage.

As part of my PR service I would be happy for you to refer the resulting advertising sales calls from the media to me.

Social Media platforms such as Facebook, Twitter and LinkedIn are becoming increasingly relevant to some businesses. I can expand my PR activity to include this range of media but would need to assess your needs before providing a quotation.

This could include both establishing your presence on relevant sites as well as regular posts either in tandem with other PR activity or on a more frequent basis.