



## Bespoke PR Services

### Consultancy Services

Strategic Consultancy Services to address operational and long term business public relations goals.

**GBP 135 Per Hour + Travel costs and time + VAT**

### Enhance Your Existing Marketing Strategy

Even if you already have an in-house PR or marketing person, you still may want some additional help with strategy and creative ideas. Why not let us send along a senior PR Practitioner to your monthly PR/marketing meeting? He or she will join in the meeting, give ideas and input, and send a brief summary after the meeting. We can even recommend work that we can do to support any ideas or plans that are discussed – charged at our hourly rate – but there is absolutely no obligation to use these services. No matter what, you will get the support of your own PR expert, as well as direct input to your team and specific guidance and feedback on your PR and marketing activities.

**Meeting and summary from GBP 295 + VAT per month**

### Copywriting

With a full range of Copywriting Services on offer, CBC can provide you with Press Releases and customer Case Studies, as well as marketing collateral such as corporate literature and newsletters, direct mail, and website text. Our writers are able to match - or create - your own company style, whether formal or informal, business-focused or technical. Perhaps you want to rework opinion articles into press releases or perhaps need assistance with editing releases that you have written yourselves. Get in touch with us.

**From GBP 199 + VAT**

### Complete Awards Package

CBC can source any awards that are relevant to your company for the coming year, and make sure that you meet the entry criteria. We will also complete your entry form (content and presentation) and submit it along with any supporting documentation to the awards committee.

**From GBP 820 + VAT**

### Complete Client Case Studies Package

Make the most of successful customer stories by allowing CBC to prepare them in a professional manner, and then promote them to the media. We will discuss the focus of the Case Studies (whether it will be prepared for press use, for other marketing initiatives, or both), interview the client, arrange photography, write up the Case Studies, seek approvals from all concerned, and produce a finished document to a professional standard. We can also produce a PowerPoint version for your internal use.

**From GBP 1640 + VAT**



## **Complete Market Research Package**

What would you like to know? By working with our partners who specialise in this area, we can discuss your requirements and then produce some carefully targeted research for you, bind the finished product, and present it to you. We can also produce a PowerPoint version for your internal use, as well as a media version for use with the press. We have vast experience in dealing with many different suppliers, whether they are photographers, graphic design agencies, research agencies, and printers and will choose the most appropriate supplier to work with for each specific job - and project manage as required.

**POA - we will provide a quote on the basis of your requirements and our chosen partner**

## **Complete Press Release Package**

1x hard-hitting Press Release drafted to appeal to journalists in your target market, based on your input, and then submitted to you for your comments and final approval. CBC will then prepare a customised target Press List, arrange distribution, manage initial queries and follow up, and appoint a media-monitoring agency to report back on any press coverage achieved.

**From GBP 820 + VAT**

## **Complete Opinion Article Package**

Is there a burning industry issue that you'd like to address? We can help to convey your thoughts and ideas to the magazines that are looking for answers. We can edit an article that you have written, or we can draft an article on your behalf, based on your input, and then submit it to you for your comments and final approval. With this package you can expect 1x hard-hitting Opinion Article drafted to appeal to journalists in your target market, based on your input, and then submitted to you for your comments and final approval. CBC can then prepare a customised target Press List, arrange distribution, manage initial queries and follow up, and appoint a media-monitoring agency to report back on any press coverage achieved.

**From GBP 820 + VAT**

## **Advance Features Calendar Package**

Tired of seeing your competitors featured in magazine articles that are relevant to your business? CBC can produce and manage a detailed spreadsheet of upcoming feature articles that are scheduled to appear in any of your key media targets. The moment that we see a relevant feature, we will contact the writer in order to put you forward for comment and inclusion in the feature, and then liaise with you to progress the opportunity.

**From GBP 820 + VAT**

## **Complete Product Review Package**

Who doesn't want to receive 'five stars' or a 'Gold' award for their product? Accolades like these boost consumer confidence and increase sales. Let CBC place your products in front of the journalists and magazines who run these sort of reviews, and then follow up and support the process in order to ensure maximum exposure.

**From GBP 1640 + VAT**



## **Agency selection advice**

CBC can advise on what to look for in an agency.

## **PR mentoring/coaching for in house PRs**

Expert help where you need it. Fresh ideas angles etc . We can provide consultancy for this.

## **PR communications audits**

A check of your strategy, and a plan for moving forward, using industry best practice. Call us for details.

## **PR Training**

For all levels. Call us for more details.

## **Free PRêt à Porter Help Sheets**

In addition to its full-service and Bespoke PR Campaigns, CBC offers a range of specialised PR Help Sheets that aim to help companies who choose do their own PR in-house.

- **PR1 - PR for your business**

If you're starting a new business, this fact sheet will provide you with some simple tips and advice to build a low-cost, highly effective PR programme for your company.

- **PR2 - Press Releases - What are you trying to achieve?**

Professional press releases need to be concise, interesting, and thought provoking, and (for best results) should adhere to certain industry guidelines. This fact sheet will give you tips on how to get started.

- **PR3 - Tools for getting your press list sorted and hints on perfect timings**

This fact sheet is ideal if you want help with preparing your target press list, as it includes how to identify key targets, how best to approach them, and when. Our links to editorial and event calendars will even keep you abreast of forward events that may have an impact on when you should send out your message.

- **PR4 - Local, national or both?**

If you want to promote your business locally, this fact sheet can teach you how to promote yourself to local papers, magazine, and local radio. Perhaps even onto national TV?

- **PR5 - Value for money websites**

This fact sheet offers tips on how best to make your website an effective vehicle for hitting your Sales and Marketing targets.



- **PR6 - From press releases to opinion articles**  
Contributed by-lined articles can be a great way to get free coverage for your business. This fact sheet is full of tips on how to write effective copy and how to get it published.
- **PR7 - PR for all seasons**  
Here we give you some tips on how to keep your PR Plans updated throughout the year. Our links to calendars will keep you abreast of any upcoming events, and our plans help you work to deadlines. Tick off your boxes as you progress, and benefit from the ability to carry forward any unused ideas due to changes in circumstances.
- **PR8 - Evaluating your PR - Survey your clients and customers**  
This fact sheet offers help with creating surveys to get useful feedback from your clients and customers so that you can keep your finger on the pulse of your customer service efforts.
- **PR9 - Taking the fear out of telephone/one to one interviews**  
Preparing for press interviews is a snap with this handy guide, which gives you some easy tips on preparation, delivery and follow up to ensure that you get the best from the journalists' time.
- **PR10 - Art direction for PR photography**  
Photos for press use need to have real impact. This fact sheet offers tips for making sure that your products, people, and premises look their best before any images are released to the media.
- **PR11 - How to maximise your chances of winning an award**  
If you are proud of your excellent service, products or people and want to let others know, this Help Sheet offers tips on how to go about researching, and entering relevant awards that you have a good chance of being shortlisted for.