

thrive withGrow your brand reputation,
get your story heard

Public Relations

PRODUCT SCOPE

PR management

**How will Public Relations benefit you?**

Most brands regard the media as a highly effective way of getting their messages in front of potential customers and having an independent source do it for you.

However, running and managing a sustained public relations programme involves the time and expertise that most organisations don't have in-house.

What's involved?**TMCC will develop you media strategy that will include:**

- Define and agree your target audience(s) and which media verticals are right
- Identify and agree your key target publications
- Research the target publications to understand how they like to work and what opportunities are potentially available
- Work with you to match the stories you want to tell with the articles your target media will want to publish
- Develop relationships with editors and journalists on your behalf
- Create your stories/news and pitch to your target media
- Monitor coverage and reporting

What does it cost?

PR costs depend on the likely level of work and the number of media verticals you are looking to target. TMCC does have a minimum retainer level for PR.

THRIVE with PR

Email us for indicative costs

For more information on costs, please email: info@tmccmarketing.co.uk

Additional options: PR contracts can often involve other types of activity that can be included in your retainer, hours permitting:

- Award management and entries
- Content production – articles, social media posts and so on