

DEFINITELY RED.

**REDTREE PUBLIC RELATIONS' SMALL
BUSINESS SUPPORT PACKAGE**

Having worked with multinational companies to start ups, we know the value of PR for businesses large and small. Bill Gates once famously said; "If I was down to my last dollar, I would spend it on PR" and who are we to argue?

Seriously though, this demonstrates the value that he placed in ensuring the reputation and value of his company was protected, maintained and enhanced through public relations. After all, in today's economic climate, a company's reputation is its most valuable asset.

However, we are aware that many SMEs and start-ups are put off from hiring a PR agency due to the perception that having a PR agency 'on retainer' would be too expensive. As we know the power of PR for all businesses, RedTree PR has 'Definitely Red' - a PR support plan designed to deliver results for all businesses regardless of size.

MEMBERS OF DEFINITELY RED BENEFIT FROM

- Having a PR agency to build their brand and reputation through consistent distribution of news to the media.
- Having RedTree PR as their retained press office, meaning that we are available to write and distribute news on request.
- The creation of 8 press releases per year.
- Distribution of each press release to their target media ensuring the news is read by their existing and potential customers.
- Creation of target media lists specific to their market sector.
- Monitoring of press coverage and reporting this back for use on their social media channels.
- Face to Face PR meeting every 6 months to review PR activity
- Quarterly 'PR Update' video conference calls to brainstorm potential press releases from your company and offer PR advice.
- Having RedTree on hand to carry out additional activity such as feature writing or assisting with award entries (for an additional fee agreed prior to activity taking place or in place of an agreed number of press release).

OUR CLIENTS HAVE BEEN FEATURED IN:



theguardian

THE
HUFFINGTON
POST



London
Evening
Standard

The monthly investment in this service is **£280 + VAT** payable via direct debit at the start of the month. We are also so confident that you will see value in this service that there is also **no 12-month contract!**

If you would like to find out more, please get in touch for a no obligation PR consultation.

We look forward to hearing from you!



Chris Mitchell MSc
Managing Director
RedTree Public Relations.

