



T: 0113 258 9880  
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## **Communications conundrum?**

Campuspr provides organisations large and small with PR/communications support. Whether you're a small business just starting out, or a larger organisation requiring additional expertise, do get in touch.

We're a small, flexible and friendly agency with offices in Leeds and Birmingham, with clients ranging from one person businesses to large organisations with thousands of staff.

We've outlined a few packages below that might work for you – but if there's anything else you'd like to discuss, please do call us on 0113 258 9880 and speak to Jo Kelly or Clare Elsley (Leeds), or 0121 451 1321 and speak to Beck Lockwood (Birmingham).

### ***I want to dip my toe in the water but I'm not sure what I need***

*Is this how you feel?*

Campuspr is happy to advise and work with you on a short term basis. This will give you a flavour of what public relations can do for your organisation and provide a foundation for future PR and communications work you may wish to undertake.

*How we can help*

We can provide consultancy, advice and assistance through our **entry level support package**, which includes:

- ❖ A one hour fact finding meeting, in which we'll find out more about your organisation and its aspirations
- ❖ Options for the best way to achieve your aims
- ❖ Implementation of your chosen option
- ❖ Short evaluation report on success of chosen option

## ***I've got a specific project/activity that I'd like help promoting***

### *Working on something exciting?*

For projects and activities of around 3-6 months duration, we can work with you to advise on and develop an effective communications strategy, which we can then deliver, acting as an extension to your team.

### *How we can help*

Through working with you to really understand your aims and objectives, we can offer support in ensuring your project or activity is brought to the attention of the right audience at the right time. Our **project support package** includes:

- ❖ An initial meeting to discuss the project, its aims and outputs and to discuss your expectations of a PR campaign.
- ❖ Creation of a PR/communications plan with clear aims and objectives. This could include media work, newsletters and/or other publications, web content creation, social media, case studies, event support, case studies, copywriting
- ❖ Implementation of the agreed PR/communications plan for the life of the campaign
- ❖ On hand support from the Campuspr team
- ❖ Regular update meetings and telephone contact
- ❖ End of project evaluation

*Costs for projects need to be determined on a project by project basis and will depend on the activities required*

## ***I'm looking for a longer term PR partner***

### *Want to increase the size of the team?*

Campuspr has worked with many of its clients on an ongoing basis for five years or more, offering advice and consultancy along with delivery of communications activities. Through working with you on an ongoing basis, we can become a virtual member of your team, providing PR and communications expertise when you need it.

### *How we can help*

Through working with you on a regular basis, we can provide clear strategic direction for your organisation and communicate with your intended audiences on a sustained basis. Whether you're looking for just a couple of days support a month, to a more regular approach, talk to us – we can help.

Activities for **long term** clients can include:

- ❖ An initial meeting to discuss your organisation, your aspirations and what you'd like to achieve through a sustained approach to PR/communications
- ❖ Creation of a six monthly PR/communications plan, which could include media work, newsletters and/or other publications, web content creation, social media, case studies, event support, case studies, copywriting
- ❖ Implementation of the agreed PR/communications plan
- ❖ On hand support from the Campuspr team
- ❖ Regular update meetings and telephone contact
- ❖ Six monthly evaluation and update reports

*The cost to your organisation will be dependent on the level of support required and the length of contract.*

### ***Want to get in touch?***

Please do! Our details are below -

T: 0113 258 9880 (Leeds)

T: 0121 451 1321 (Birmingham)

E: [enquiries@campuspr.co.uk](mailto:enquiries@campuspr.co.uk)

### ***Don't see what you're looking for here?***

We know that there isn't a one size fits all when it comes to what our clients want and need. If you don't see a package that you think would be suitable for you, please do give us a call or drop us a line.