



Services

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In-depth Public Relations Campaign

A fully integrated PR Strategy will put your brand in all the places your competitors can reach and beyond, raising brand awareness and understanding between your brand and all of its stakeholders. We aim to build trust and confidence in your company as well as encourage positive changes in behavioural developments, attitudes and perceptions from clients, customers and more. 7 PR is committed to attracting and maintaining new business for you in a strategy that leads to further opportunities for your brand such as recruitment, sponsorship and award nominations!

Fully integrated Marketing Strategy and campaign (ongoing)

A strong marketing strategy is what you need to survive in your industry and means improved brand experience for customers as well as personalisation and sharing from them that will leave you the envy of competitors! Conveniently for your brand, we provide just that and remain committed to strategic consultation and implementation of your enhanced marketing campaign(s) & plan. As leaders of new school marketing, we focus our efforts on enhanced customer engagement leads to increase brand satisfaction as well as ensuring you appear to be growing organically. Oh, and let's not forget we have an incredible knack for driving sales this way!



Video content creation

92% of customers and clients with an interest in your industry consume online video, 4 billion videos are watched on YouTube daily and, most importantly, about 1 in 3 of shoppers in your industry will purchase a product after viewing a video ad!

We can drive your customers all the way from first touch to closed sale with state of the art, industry standard video content for your brand. From promotional videos to content marketing and sales conversion videos, our highly-experienced visual team has produced video content for the likes of Audi, Red Bull and Footasylum on a consistent basis since our launch several years ago.

You can't fight it. Video in content marketing has become an unstoppable force.

From Vines to case studies, 7 PR will/can help you incorporate video content into your content marketing strategy to engage leads how they want to be engaged. We'll promote your brand and drive conversion in the process too!



Brand photography

Presentation of your business is of the utmost importance. If the images on your website aren't uploaded correctly, or are of lower quality than your competitors, you will lose the investments of your customers. So while it is easier to take a photo on your phone, it is essential to remember that a professional photo will increase your business' profits. We create stories through your images, capturing the emotion that your product or service brings to your clients. People look for emotional value and they make buying decisions based on their instinct. Whether a creative business or not, we can provide powerful product, creative and in-studio shots that are perfect for press, web, social media and more. Oh.. and we keep your visual branding consistently up to date!

Brand collaboration

Apart from improving your brand's image and spreading consumer awareness with a further reach, brand collaboration strategies can help a company to navigate through a less familiar market by joining forces with a company that understands a given demographic well. We actively work with companies of particular note within a number of valuable different industries that we could bring to your attention for collaborations. At your approval, such collaborations would be in the form of events such as award ceremonies and festivals as well as competitions and collaborative products/services. This is a great way to create exclusivity around a particular campaign and has worked ridiculously well for some of our clients!



Product placement

When the long-term nature of Product Placement is acknowledged, it can strengthen brand name recognition and catch viewers while their defenses are down therefore making them less critical to the advertisement. Let us get Musicalize appearing in the places that get you coverage. We have an extensive network of individuals, groups and media related brands from a number of disciplines who will most definitely be able to represent your brand well.

A number of ways we can communicate is through:

Music videos

Youtube

Bloggers

Notable figures affiliating themselves with your brand in a natural setting

TV appearances

and more...



Celebrity coverage

We are extremely passionate about improving your brand recognition, trustworthiness as well as creating positive attitudes and/or distinctive personalities for it. Celebrity endorsement does just that! Our extensive celebrity influencer contact base ensures your brand gets in the hands of elite sales drivers of relevance to your brand ethos. Who speaks about your brand is important. There are notable figures only online that could drive your sales and we will combine this with high profile personnel!

Social media

Our dedicated social media management ensures you build a large, relevant following on all social media platforms We integrate all the design work, PR, key announcements, celebrity placement, photo/video and everything else you do- right here! Conveniently you still have access to all of your own social media of course- so in spite of the fact that we will be moving mountains to elevate your social media and brand awareness, you will still be able to tweet/post from your own accounts as you please!

We have noticed a lack of online connections and engagement between many brands in your industry and potential customers and aim to build on this through promotional attractions and high quality social interaction on platforms such as Facebook, Twitter, Instagram, Tumblr and LinkedIn.



Social media

We implement completely organic social media growth methods and can build your online following way above 2000% growth in comparison to now and do this in as short a time as possible to maximise your investment. Social media is vital to attracting customers, media outlets, retailers and much more essential components to further the growth of your brand. Despite our uniquely versatile and high quality services, social media is a catalyst in our business. We won't just build your following. We build your social interaction level, the amount of engagement you receive from customers, targetted, relevant followers and also your online image so that it is at a standard to compete with the highest end of the industry.

Brand ambassador

We develop a team of ambassadors i.e. high profile individuals who consistently promote your brand as though it is their own! Very consistent and effective way to gain loyal customers with individuals that have loyal fanbases. Third party coverage is everything! The truth about your brand isn't the truth until others believe it!



Design

We cover everything including logos, promo booklet creation, asset creation, business cards to posters having designed for some of the UK's most established brands in recent times. We will also continuously update your look-book, magazines and/or other key literature with our own imagery when given the green light. However, that is not all. We also offer product design advice and can even create designs and logos for all products/services and love a re-brand when necessary!

Events

We collaborate with events that coincide with your target market where possible to ensure you're seen by new markets this year (and hopefully next!). By putting you in front of some of the biggest event organisers around, we ensure you get exposure at events that provide you with market diversity. You don't have to lease a 20,000-seat sports stadium to handle your business but we can still place your company there for new levels of exposure. Event marketing can be a phenomenal brand booster when used the right way. Your logo, slogan, and products are all on display, standing out while slowly embedding into the minds of your guests. Then there's the main course — the reason everyone came out in support of the event. All those additional elements are just the icing on the cake when you deliver a strong message that either seals the deal, or has your guests wanting to know more!



Press

Press is a personal, thought-provoking and engaging activity, which satisfies curiosity and provides information. The receiver is an engaged and aware consumer, able to choose – from a wide range of dailies and magazines – titles which meet their needs. We put you in the most relevant press to your brand as we recognise the importance in your industry of a good story and the positive effects they can have on your brand awareness and in turn sales. More importantly, we have a press publication list to back it - and most importantly back you!

Some of the publications we work with include:

GQ Magazine

FHM

Pause

Complex magazine

Kerrang

Men's Health

BBC Radio

Kiss

National, International and local publications and more.



Bloggers

A quarter of all time spent on the internet in the UK is on blogs. our extensive blogger reach is at your service. With millions of bloggers worldwide talking about your industry, blogger influence on market trends is at an all time high. We make sure key online influencers in relevant locations are talking about you this year. P.S. there are fantastic bloggers in our team so we know a thing or two about how to catch their eye- however elusive they may be!!

Appetizers

This is where we use techniques to keep your audience engaged- particularly on social media where they are most active. We use relevant images to create 'visual assets' that trigger a particular reaction or method of engagement from potential and existing customers.

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