

PR & MEDIA

“To connect with the market on a large scale, you’ve got to tell your story. Storytelling isn’t going anywhere any time soon – it’s too effective a technique.”

To date there is little else that can showcase your reputation to your customers as quickly, thoroughly or authentically as good PR.

This is especially true in the new age of digital behaviour, when disdain for anything that sounds too promotional or sales-y has risen to an all-time high. Thought leadership gives purpose to your market position, allowing you to share not only your expertise, but also your unique experiences. As Channel specialists, we work closely with all the key Channel publications to ensure that our clients get the best opportunities across both online and print.

In addition, we organise and manage our clients’ input into key Channel events - both virtual and face-to-face, from exhibitions to webinars – to ensure that they get exposure to their target market, where and when they need it.

PUBLIC RELATIONS

Building your business’ reputation with targeted exposure to national and Channel press & events.

MEDIA PLANNING

Producing and managing a holistic action plan for advertising campaigns, incorporating not just online and offline display, but key promotional opportunities such as webinars.

EVENTING

Shining at events to generate good quality leads, both face to face and virtually.

CONTENT CREATION

Sharing an insightful and engaging story to drive thought leadership requires great, impactful, professionally written copy.

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