

# BASIC PR PROGRAMME

Joshua PR has created some 'off-the-peg' PR Programmes to help you get started with your PR (please also see 'Core PR Programme').

The Basic PR Programme is designed to provide you with the basic level of PR support to help you start to raise your profile to your target audience.

As a virtual agency, Joshua PR can offer you experienced freelancers working on your account providing better results at a much better price than can be offered by a traditional agency.

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## THE PROGRAMME

The programme has been created to provide a cost-effective way for you to initiate PR activities. The PR activities included are:

- **Press Releases** – one press release written, pitched and distributed on average every six weeks
- **Thought Leadership** – creating your profile as an industry by targeting the top 8-10 publications in your sector
- **Reporting** – providing you with regular update reports and feedback

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## THE RESULTS

Within a few months of starting this programme you will see your profile increase within your sector. Joshua PR understands that PR is only valuable if it helps grow your business. The results you will see involve:

- **Increased leads** – new inbound leads will be created through the PR activities
- **Improved sales environment** – your prospects will have heard of you and it will be easier to close deals

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## BUDGET

The Basic PR Programme is £1,500 per month. *\*Plus expenses*

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## FOR MORE INFORMATION

Contact Patrick Smith at [patrick.smith@joshuapr.com](mailto:patrick.smith@joshuapr.com) or +44 (0)7734 600 553