

CORE PR PROGRAMME

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

The Core PR Programme is designed to provide you with the core level of PR activities to see you become a recognised leader in your sector.

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.

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 month
- **Thought Leadership** – creating a profile as an industry leader for you by targeting the top 8-10 publications in your sector
- **Media / Analyst interviews** – an average of two interviews with a leading journalist or analyst every month
- **Strategic Input** – strategic input on your campaign from Joshua PR's senior consultants
- **Reporting** – providing you with regular update reports and feedback

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

BUDGET

The Core PR Programme is £3,000 per month. **Plus expenses*

FOR MORE INFORMATION

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

Bespoke campaigns are also available from Joshua PR, to find out more please call, or visit:
www.joshuapr.com