

Hourly rate £50 Day rate £350

Monthly plans...

Small Business/Start-ups **£300 a month**

- Monthly brainstorming session phone call. A briefing with clients about their work.
- Press material drafting – ONE press release/piece of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Social media support. Useful pointers/help/hashtags/suggestions.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.

Basic **£450 a month**

- Monthly brainstorming session. Call or meeting. A briefing with clients about their work.
- Press material drafting – ONE press release /piece of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Social media support. Useful pointers/help/hashtags/suggestions.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Expert quote drafting.
- Generate editorial content and images.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.

Bronze **£600 a month**

- Monthly brainstorming session. Call or meeting. A briefing with clients about their work.
- Social media support. Useful pointers/help/hashtags/suggestions.
- Press material drafting – TWO press releases/pieces of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Expert quote drafting.
- Generate editorial content and images.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.

Silver **£800 a month**

- Fortnightly brainstorming session. Call or meeting. A briefing with clients about their work.
- Social media service Monday-Friday.
- Press material drafting – THREE press releases/pieces of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Expert quote drafting.
- Generate editorial content and images.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.

Gold **£1,000 a month**

- Fortnightly brainstorming sessions. Call or meeting. A briefing with clients about their work.
- Full social media service and PR strategy to promote your brand. Your social media brand and etiquette, your voice.
- Press material drafting – THREE press releases/pieces of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Expert quote drafting.
- General editorial content and images.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.
- Office hours crisis management. Protecting your reputation and brand; managing reaction on social media.

Platinum **£1,200 a month**

- Fortnightly brainstorming sessions. Call or meeting. A briefing with clients about their work.
- Full social media service and PR strategy to promote your brand. Your social media brand and etiquette, your voice.
- Press material drafting – THREE press releases/pieces of content a month, written in plain English by former newspaper reporters and editors. Editing and final copy checks.
- Help to find and create media opportunities; let us find the angles for your think-piece or news release, and create high quality editorial that journalists will want to publish and broadcast.
- Expert quote drafting.
- General editorial content and images.
- Press release distribution through our bespoke media contacts list.
- Content for use on your platforms/website/social media.
- Out-of-hours press office service.
- 24-hour crisis management. Protecting your reputation and brand; managing reaction on social media.
- Campaign help. For when you need the public on-side.

Sport Clubs, Clubs, Societies, Organisations **£250 a month**

- Club report drafting – help with your club or match reports. Once submitted to us, we can edit, copy check and return so they are publish-ready.
- Social media support. Useful pointers/help/hashtags/suggestions.
- Media coaching. Help and advice when you need it; how to get the best from your content.
- Club talk. We will sit down with your club members for a media training session.
- Help to find and create media opportunities; let us find the angles for your news and successes.
- Help distributing your press release or report through our extensive media contacts list.
- Publish-ready content for use on your platforms/website/social media.

Bespoke **£POA**

Want more, need less? RedSoil PR can tailor a package specifically to your needs and budget.

Can't see what you need? Call RedSoil PR.

Speak to...

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