

Carry your message further

Powerful PR for start-ups

EvokedSet



Visit our website: www.evokedset.com/startup-pr

For start-ups looking to generate a media profile without doing all the heavy lifting, our Start-Up PR Package is in a different class.



EvokedSet is a PR and web marketing consultancy that can deliver a right-sized approach to kick-starting your PR programme.

We've created a special Start-Up PR Package to help you crystallise your positioning, polish your online presence, and generate newsflow opportunities to get your message out there.

Getting your message off the ground

The very first step to launching any PR campaign is to define compelling messaging – what do you want to say and why should people listen?

Our messaging workshop comprises a single half-day on-site workshop that EvokedSet prepares and facilitates. We take you through our proven process to gain a clear understanding of your business goals, your markets and your customers. We'll then deliver a messaging matrix that crystallises your key communication goals and craft differentiated media-ready key messages to drive your PR story.

Stage

1



Stage

2



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We've taken pre-product, pre-PR start-ups and elevated them to global leadership positions through our highly effective and very affordable campaigns.



Affordable project and guaranteed ROI

Right-sized approach for your business lifecycle

Well-defined deliverables within a set fee

Making online your natural habitat

Your website is the natural place of fulfilment for any marketing activity, so we'd better make sure that is looking good and working as hard for you as possible.

We'll deliver a comprehensive review of your current website and SEO strategy, and offer clear recommendations that will help you drive qualified traffic, capture interest and engage visitors. If you need help to improve your website, we can create a plan to evolve your own site or build from scratch - we deliver expertly engineered sites that are fast, functional and future-proof.



Carrying your message further

We will copywrite and issue three key press releases that will generate measurable momentum that you can build on in your ongoing communications. We'll generate the media list, liaise with all online, social and print media, and provide full coverage reporting so that you see can where your announcements have created media impact.

We're specialists in online PR and helping companies to punch above their weight in the online channel, and through our sister company NeonDrum - the online press release distribution service - we'll ensure industry-leading online visibility for your news.



Call us now on: 0844 870 8025 to book a one-hour introduction meeting

We will add value at every step in the process, and our package culminates in EvokedSet delivering three key press releases to generate measurable media momentum that you can build on.



Start-Up PR Package £3950 What we will deliver...

On-site half-day messaging workshop

12-month PR and communications plan

Full website and web strategy review plus recommendations

3 press releases - creation, issuing and reporting

Want to speak to someone?
Just ask - all of our clients are references.



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