

PROACTIVE
DIGITAL CONCEPTS

THE SERVICE

In order to communicate the essence of the brand, a targeted media approach must be implemented to attract the desired clientele. Another key influencer is the target market itself - creating positive word of mouth amongst this network is key for success.

||
**Combining
Creative
Minds** ||

PUBLIC RELATIONS ●

PUBLIC RELATIONS TOOLS

MEDIA

EVENTS & COMPETITIONS

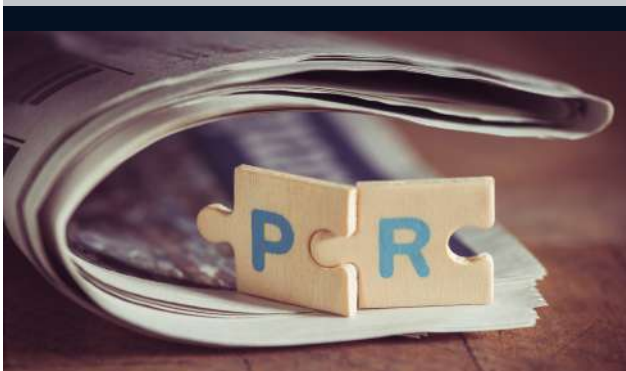
SOCIAL MEDIA

CONTENT MARKETING

CORPORATE SOCIAL INVESTMENT

PUBLICATIONS

SPONSORSHIP



WHY

PUBLIC RELATIONS

- ✓ **Increases Brand Sentiment**
- ✓ **Generates Leads, Sales, and Profits**
- ✓ **Builds Credibility**
- ✓ **Creates a **Proactive** Playing Field**
- ✓ **Connects to Coveted Audiences**

BRAND PROMOTION

INCLUDED

R 26 500.00 per month

- 1 Media Release to be written, approved, disseminated and followed up
- Media monitoring service
- Media List to be drawn up
- Media liaison regarding coverage and stays as well as possible print
- Liaison with various media regarding advertising
- Liaison with various bloggers and influencers
- Liaison re competitions, giveaways and special days
- 1 Newsletter per month
- 1 Blog per month
- Social Media targeted campaigns. Budget for own account
- Social Media content creation - 12 - 14 Posts per month

PUBLIC RELATIONS

- Social Media engagement
- 2 X Social Media Platforms
- 1 - 2 Story post per week
- Social media community management
- Story highlights on Instagram
- Bespoke social media strategy
- Monthly report

"People do not buy goods & services. They buy relations, stories and magic."

Seth Godin

NOT INCLUDED

- Graphic Design work outside of Social Media content
- Any paid publications or advertising will be for the client's own account
- Should Proactive Hospitality Solutions incur expenses which the client has expressly approved (in respect of photography, translation, transportation, travel, launches, accommodation, courier services, press cuttings and other related expenses, which shall not be liquidated by means of the project fee, these charges in respect of such additional work or the extra expenses shall be reflected on the invoice and the client shall pay such charges immediately upon receipt of the invoice.
- Any additional costs not mentioned in the monthly deliverables.

Contact Us

+27 (0)87 057 4516

**www.proactivedigitalconcepts.co.za
info@proactivedigitalconcepts.co.za**

All Rates are VAT Excluded