

# PR 2.0



GLASSHOUSEPR

# INTRODUCTION



SMEs avoid hiring professional PR firms to help them formulate a good PR strategy because they are expensive; on the other hand PR agencies do not develop products specifically designed for SMEs, assumption being that SMEs do not really need a PR strategy but they actually do.

As a result of the need in the SME sector, Glass House PR LTD has established a customized PR product; PR 2.0; to help Small businesses grow through strategic positioning that results in visibility and growth for them.

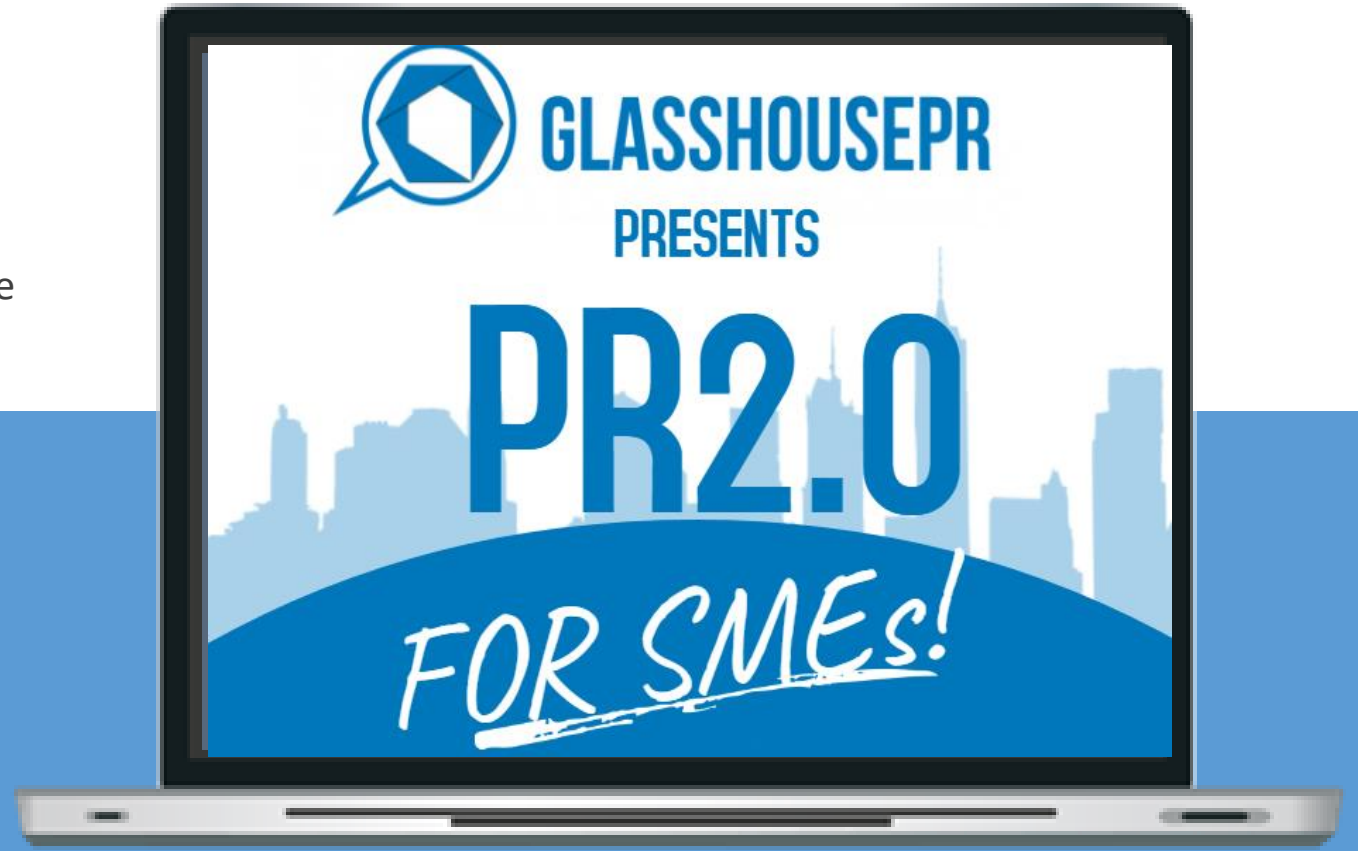


**PR 2.0**  
**by**  
**GLASS HOUSE PR**

# ABOUT US

Glass House PR LTD brings together a mix of services and comes up with a customized approach for each client. Glass House PR Ltd deliver messages generate media coverage and create experiences that build awareness and engage audiences.

Through events, the news media, social channels, bloggers and celebrity endorsement, we develop effective and creative ways to reach and engage with a brand's consumers.



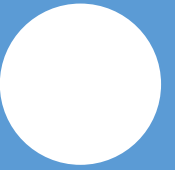
# WHY IS PR IMPORTANT?



This is a new era of public engagement pulling information from a variety of sources, experts and networks.



Consumers demand a dialogue, and expect an empowered role with the brands they interact with, and the communities they touch.



We deliver the best in communications strategy to our clients so they can reach their business and communication goals.



# Moving Forward

In an economy where more than 7 million Small and Medium Enterprises compete for limited financial resources to achieve their objectives, a strong brand identity helps tell a firm's story and differentiate it from the competition. It creates achievable expectations, gains attention, builds relationships, and consequently ensures the long term survival of the business.

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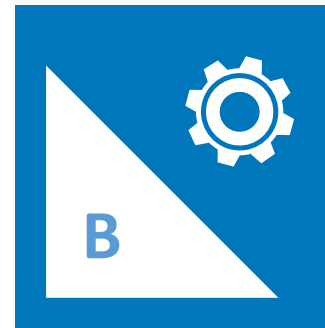
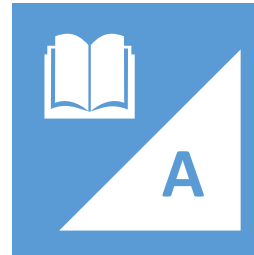
We have become Africa's best PR firm by driving relentlessly for innovation and creativity – our fundamental passions inspire us. We're starting conversations more than ever especially with SMEs



# PR 2.0

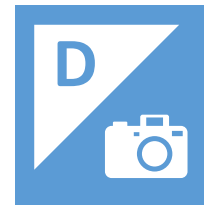
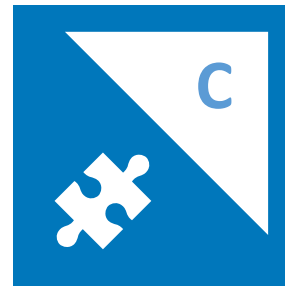
In 2018, we have introduced PR 2.0 customized for small businesses.

As a small business, you may not think you need to pay much attention to public relations.



Running a small business is no easy feat, especially when your team members can be counted on one hand.

However, when it comes to branding, marketing and promoting your company, PR is one of the most important tools to help get you the right type of attention.



When resources are limited, it's important to have a targeted and effective marketing plan to ensure you're making the best use of your limited time and budget.

# PR 2.0 STRUCTURE



- We shall help small businesses develop 1 YEAR PR strategy.



- Organize your PR activities and make strategic decisions about the best ways to communicate to the audience.



- We shall help businesses use their stories to draw in the target audience as well as increase their profile and build brand awareness.



- The target will be to help you meet your business objectives.

We shall create Strategic communication strategies and Public Relations strategies and train you on the implementation. **(1 Year Plan)**

# PR 2.0 STRUCTURE

Building Media Real Estate for the businesses

**01**

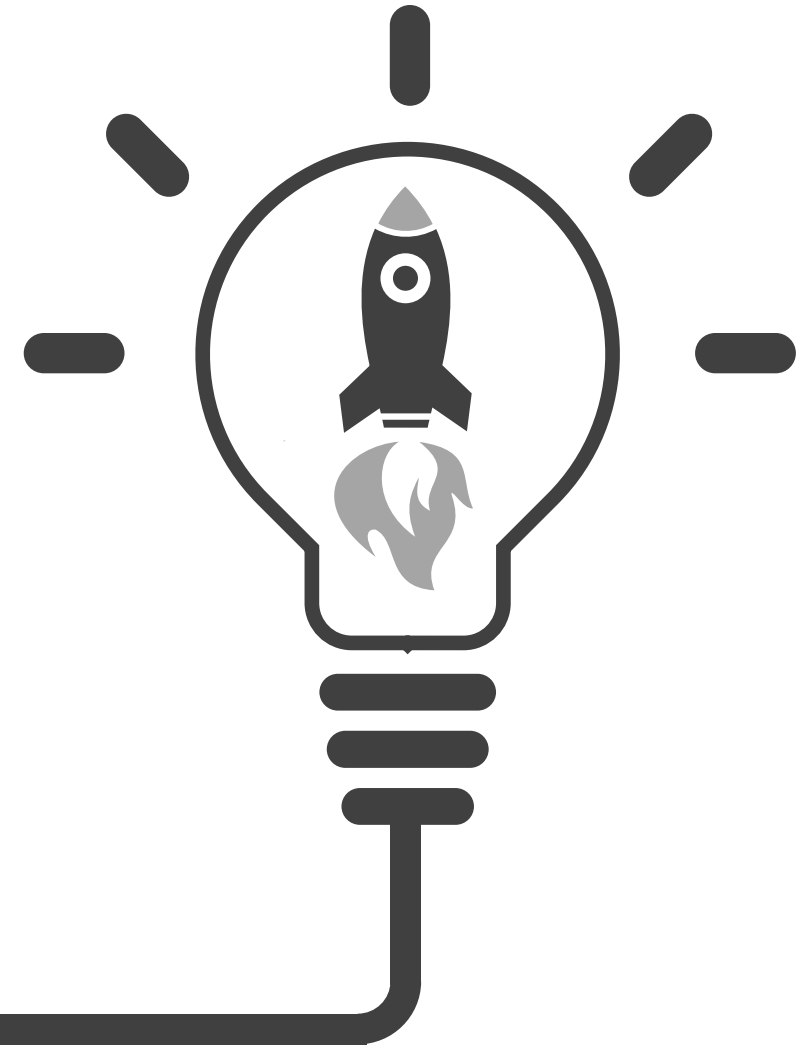
Help businesses connect with journalists in their industry; and, with some planning and organization, they can stay in touch with them as they move around within the industry.

**02**

Effective media relations not only get your name out there and increase brand awareness, but it also contributes to gaining customer trust and loyalty.

**03**

We identify key messages, train effective spokespeople and strategically target our outreach.

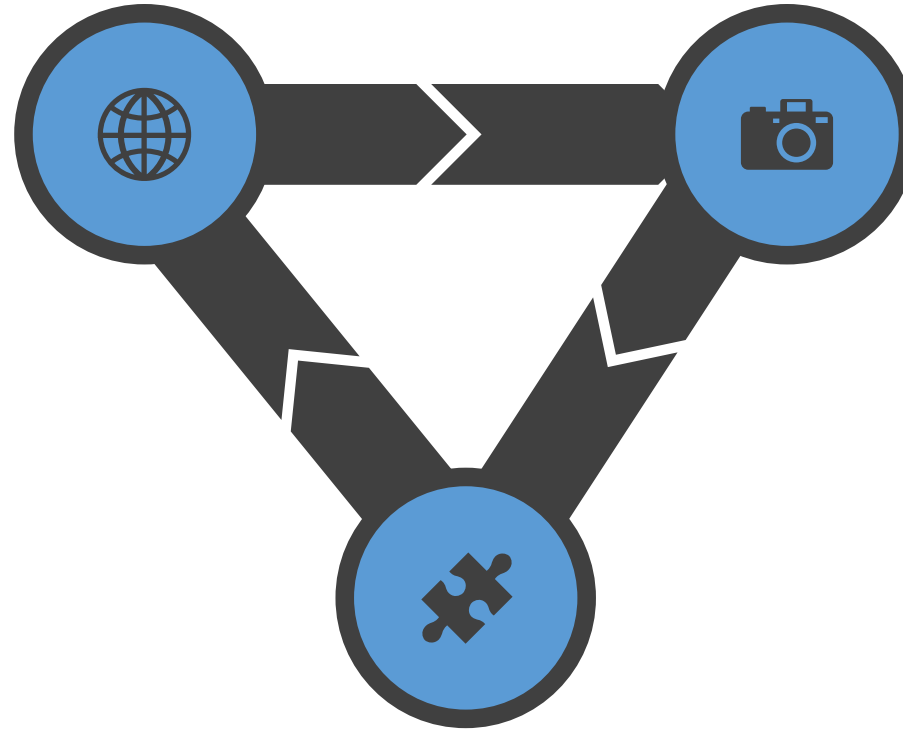




# PR 2.0 STRUCTURE

## Media Training Components

**Media Planning, Reporter Relationship  
cultivation and Outreach**



**Media Training for SpokesPeople**

**Media Materials Development and Distribution  
(News Releases, Press Kits, Editorials, Fact  
Sheets, Info graphics and talking points)**

# PR 2.0 STRUCTURE

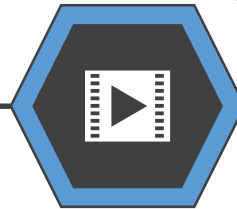
## Branding/ Brand standards

Branding is much deeper and broader than a logo or identity system.

As such, we help our clients by creating a visual brand that is both meaningful and works effectively across multiple touch points.

Using various visual branding elements and a proper brand message, we align a brand's core values with the

consumer's needs and behaviors by developing a creative and highly effective brand strategy that connects and persuades.



The right image helps drive visibility and reputation. Creative and design work is often supplemental to the other programs.

At Glass house PR but we also do standalone creative work that includes creation of both print and digital materials and website design.

# PR 2.0 STRUCTURE

## Digital Media Strategy



Digital Media is increasingly integrating into our daily lives.

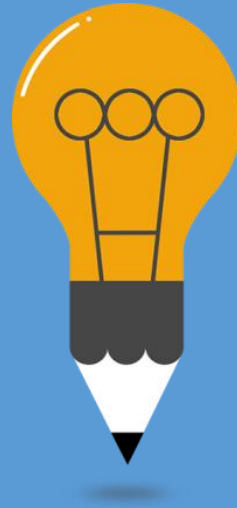


Today's consumers are using a myriad of devices like smart phones, tablets, PCs and even gaming consoles to get online and search for product recommendations.



Connect with colleagues on social networks or post their own content which like articles, videos or photos

Glass house PR researches to understand a client's target group before developing a strategy. From social media strategies and activations to content creation, we build online programs that cultivate meaningful interactions with your target audience.



# CASE STUDY

PR Case Study for a Small Medium Enterprise

## FAT LOSS LABORATORY KENYA



## PR Objectives For the Client

Fat Loss Laboratory Kenya ([www.fatlosslab.co.ke](http://www.fatlosslab.co.ke)) is an agency for Fat Loss Laboratory South Africa. They offer an effective and individualized approach to weight loss and well-being.



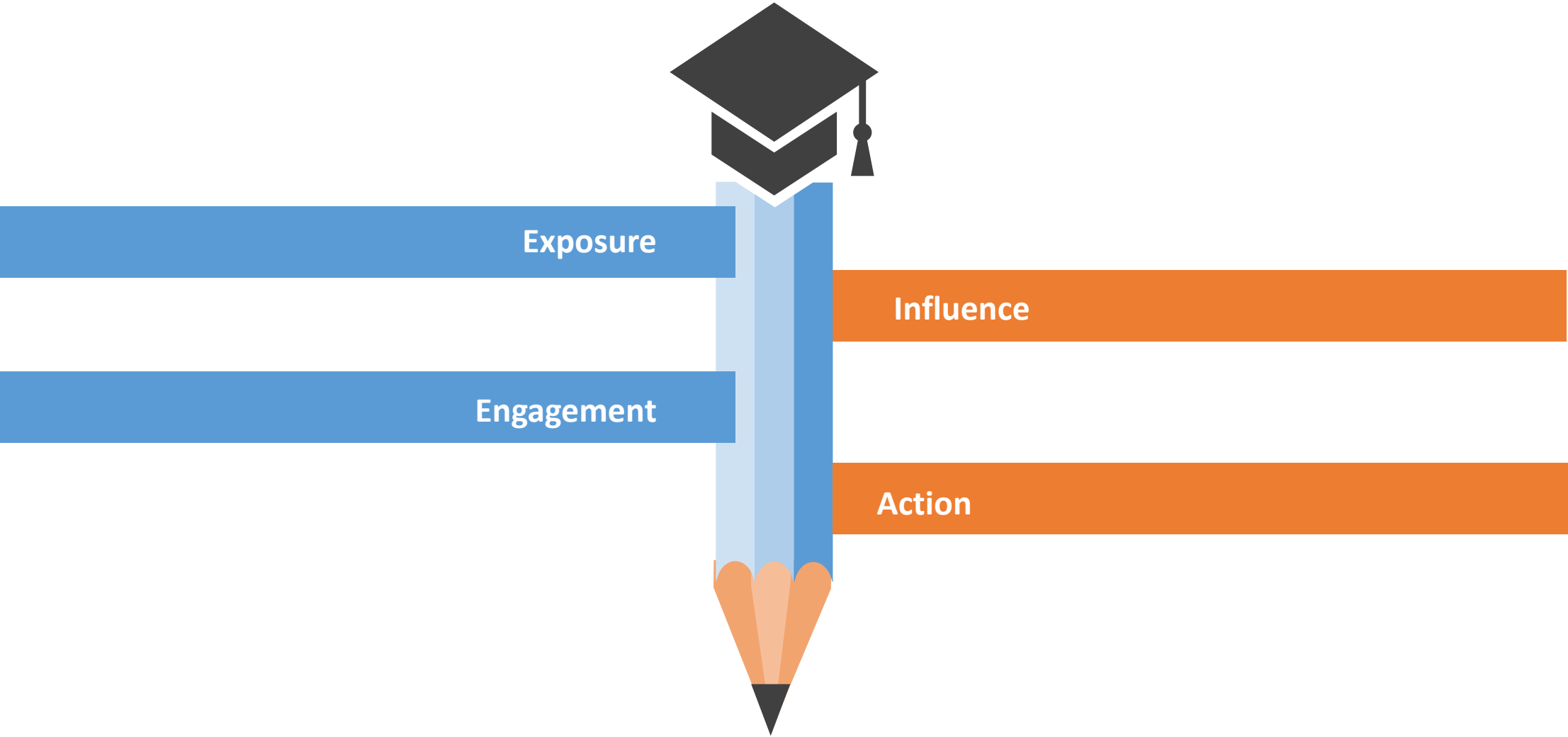
1. Grow brand awareness in East Africa



2. Grow and engage client base



FAT LOSS LABORATORY KENYA BRAND OBJECTIVES



# FAT LOSS LAB KENYA STRATEGY USED



## 1. Owned Media

Facebook Page- Sponsored Ads/ Content creation/daily themes/Story telling-client testimonial



## 2. Earned Media

- Interviews

Clara was interviewed on KTN Morning Express on Health

Clara was interviewed on NTV AM Live

- Articles

An article on health was written by a journalist on Daily Newspaper

A client story was also featured on business daily



## 3. Celebrity Endorsement

John Allan Namu-News Anchor

# THE CAMPAIGN SUCCESS



01

Fat Loss Lab Kenya's total business turnover has grown by 750 % in the last 2 years following up the PR activities and strategy created by Glass House PR.

02

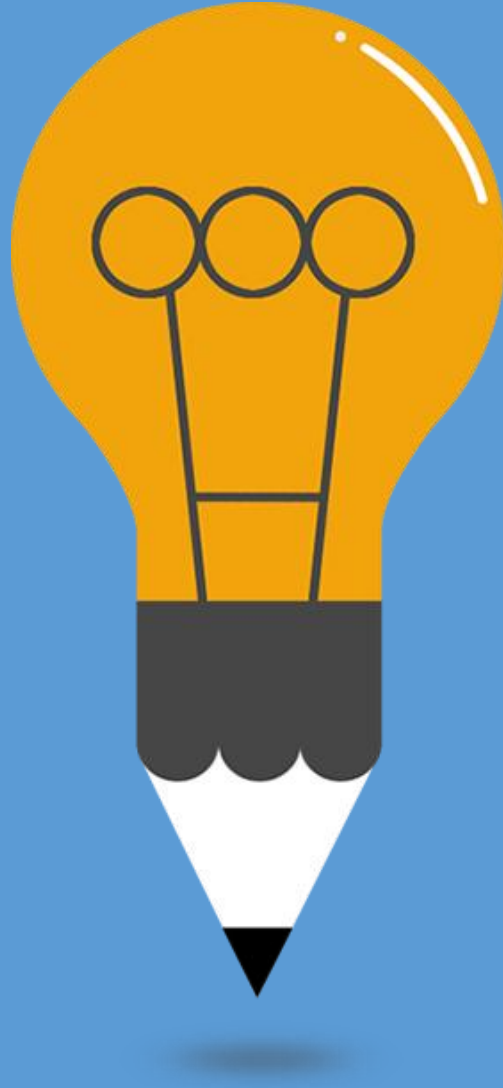
Fat Loss Lab Kenya has also been able to open up over 5 outlets in Kenya and across East Africa; rebranding as well and becoming a house hold name in East Africa.

03

Fat Loss lab has since become Visible and relevant to the community and has grown immensely.



# CONCLUSION



Glass House PR is delighted to invite your company to venture into a one year PR Journey with us As per the objectives and goals presented by the SME, Glass House PR will provide Unique and strategic PR consultation and strategy

Glass House PR Ltd will build mutually beneficial relationships between the brand and the specific publics through a strategic communication process.

We shall Research on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of your brand aim.

As per the plan, we shall implement your brands efforts to influence through conversations and storytelling techniques using earned media and owned media.

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Thank you