

THANK YOU

for downloading our company presentation

we do communications

Content creation • Online PR • SEO • Training

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We bet you've noticed

There's been a fundamental shift in the way people decide which product or service to buy, which business to trust, who to follow.

Especially when only 13% of people trust corporate or product advertising, but 78% trust other people's recommendations.*

Today, you can reach prospects, customers, influencers & stakeholders directly on the web. But you can't buy their trust & attention with advertising. You have to earn it.

If you want to build your business online, you need to build online relationships.

*Edelman Global Trust Barometer 2009 / Nielsen 2008

Online, public relations sells

In today's social web, public relations builds relationships.

When you have good relationships with your customers, stakeholders & influencers, you build loyalty and preference. People talk about you. You get more leads. You convert more traffic to sales. You position yourself in your industry.

Public relations sells. It listens. It engages. Builds awareness. And relationships. It's called PR 2.0

Typical questions we answer

- How can I 'sell' my product or service using online public relations?
- How can I make sure my website is found easily?
- How can I make sure the content in my website drives people to action?
- Where can I find people online, that I need to influence?
- Which social & online channels should I use to connect with them?
- How do I do this 'conversation' thing?
- How can I build a following?
- How can I convert social media 'friends' into sales?
- How can I measure my success?
- How can I integrate all this with my current marketing & communications?

IT'S NOT ROCKET SCIENCE

But it is a new approach after years of traditional advertising,
marketing & PR. And it takes some getting used to.



Our services

Content creation & editorial services

We help you create & publish compelling, relevant content that drives people to action: from copy to videos, from concept to publishing.

We also create editorial plans for your company, blog or website so you can keep your content fresh!

we do

deliverables

- Web copy & content writing
- Value proposition development
- Blog building, writing & editing
- Video production & publishing
- eBook writing & publishing
- Thought leadership articles, papers & posts

Our services

Online public relations

We help you find new customers. Create loyalty & trust online with your consumers & stakeholders. And position yourself in your industry.

We help you reach people directly online. Spark off conversation with them. And participate in those conversations, so they buy, subscribe, join, or follow you.

we do

deliverables

- Influencer campaigns
- Word of mouth marketing
- Blogger pitches
- Community building
- Social media release writing & publishing

Our services

Search engine optimisation

We help you sort out your website in terms of code & keywords to help drive quality traffic.

And we help you structure your website by creating *content plans** that drive your visitors to action: to click, subscribe, buy or follow!

** We should really talk about this one! Give us a call!*

we do

deliverables

- Keyword research & strategies
- Website content plans
- Website site-maps & wireframes
- Targeted landing pages

Our services

Training

We help you understand what has changed. Adapt. And implement new online initiatives & approaches.

We do it for your business leaders & your marketing & PR teams.

Oh yes, we even do it for other agencies!

we do

deliverables

- Web 2.0 ReBoot for business leaders
- Web 2.0 ReBoot for marketing & PR teams
- In-house training for your PR & marketing teams

Our clients

Our clients come from across sectors, from B2C, B2B to not-for-profit. Here's some of our most recent clients.

We are helping Hermanex, an international B2B trading company, find new customers in new markets.

We are helping Flinndal, a leading Benelux supplier of B2C health food supplements, develop word of mouth & influencer campaigns.

We are helping the Global Reporting Initiative understand what social media means for them & how they can drive registrations for their global conference.

We are helping Companies4Graduates, a Benelux human resource company communicate their clients' social employer value proposition.

***Note:** we will be publishing our clients' case studies soon. Meanwhile, why not visit Michiel's (our marketing & client service director) collection of social media case studies [**here**](#) on delicious!*

Our disciplines

Applied Public relations

to build meaningful relationships with highly targeted communities

Practical Marketing

to drive people to action: to buy, subscribe, download, visit, sign up or follow

Social media knowledge

to identify & build the right online channels

SEO smarts

to improve SERPS & build a sustainable search engine footprint

Creativity & Journalism

to produce great content that drives people to action

A little about us

Our two directors, Michiel & Steve, have more than 30 years client-side hands-on PR, marketing and business problem solving experience between them.

We work with a handful of specialised freelancers in traditional PR, graphic design, creative concepting, web development, building & SEO.

This keeps our overheads low & your costs under control.

PS: we are well versed in our business analysis skills too. Just because it's public relations doesn't mean it's all smoke and mirrors!



Contact us to find out more

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Marketing & client services

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