

THE ARCH COMMUNICATIONS GUIDE

- A FULL LIST OF OUR SERVICES

STRATEGY

Developing effective strategies to:

- Protect and enhance reputation
- Sell products
- Clarify and strengthen your brand
- Improve relations with customers, staff and other key stakeholders
- Co-ordinate all communications for greater impact (PR, marketing, social media)
- Deliver organisational change

PUBLICITY

Identifying PR opportunities – knowing what sells and finding the right angle

Promotional campaigns – from initial ideas to full implementation

Press release production and distribution across national, local and trade media

Facilitation of filming and interviews

Structured training in PR techniques

Shaping eye-catching award entries

MEDIA RELATIONS

General advice on media relations

Crisis handling – minimising negative coverage and rebuilding reputation afterwards

Using close media contacts to support PR activity

Establishing clients as experts in their field for regular media appearances

Introductions to key journalists

MARKETING

Marketing strategies and plans

Copywriting for all formats – print, presentations, speeches, video and online

Photography

Promotional products (see overleaf)

CORPORATE PRODUCTS

Website development – new sites, new structures, new pages, new content

Creating corporate or campaign logos/brands

Printed materials – writing, design, production

(brochures, banners, leaflets, posters, reports, newsletters – whatever you need!)

Video – from concept to completed film

ONLINE

Website updating and maintenance

Producing new content

Improving LinkedIn profiles

Shouldering the social media burden – shaping, co-ordinating and delivering activity
(Facebook, Twitter etc)

TRAINING

Tailored media training and coaching on interview techniques

Practical half-day workshops on:

- How to create a powerful marketing strategy
- How to write successful press releases
- How to write effectively and craft a distinctive narrative for your organisation
- How to build a great LinkedIn profile and make it work for you

NHS

Specialist expertise in all NHS communications including:

- Crisis communications, reputation management and media handling
- Internal communications and staff engagement
- Stakeholder management
- Public consultation and involvement
- Political engagement and ministerial briefings
- Social marketing (to achieve behaviour change)

HIGH QUALITY PR and MARKETING
Strategy, delivery, training

BECAUSE REPUTATION MATTERS

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