

COMMUNICATIONS

Educational PR in which you only pay when you get coverage in the media

Getting coverage for your product or service in the press is always welcome. When combined with a solid marketing campaign it can amplify the awareness of your company by teachers and enhance your sales.

Each month Hamilton House will produce for you a press release which highlights some aspect of your business. Once you have signed off the press release we will distribute it to all the relevant editors and journalists in the educational and national media.

There's **no charge at all** for this service – the only charge comes if we get the press release (or something evolving from it) printed in relevant media, or covered on radio or TV.

There are two great benefits from working in this way.

Firstly, we are a PR Agency that specialises exclusively in education. Quite possible we are the only PR Agency in the UK that specialises exclusively in education.

Secondly, we're fairly sure that we are the only PR Agency that charges its clients only when a story actually appears.

Where a publication takes up the story and runs it we charge you £250 – up to a maximum of £750 per month. Beyond that there is no charge. So if five magazines run a story, you are charged £750 – exactly as if three publications ran the piece.

What's more, there are no hidden extras. For example, where a magazine asks for an article to appear we will re-write the press release to meet that request at no cost. All press releases become your copyright and can be used in further publicity and displayed on your website.

We can advise on utilising the publicity surrounding trade shows and exhibitions in order to maximise awareness of your work at no cost. We will also ensure that your publicity material is available for visitors to the show through the press room at no cost.

A press cutting service to provide you with a record of every mention of your company in both the local and national press is included at no additional charge.

But... we only take on a small number of companies with this service at any one time. If you are interested please do get in touch and we'll talk it through.

Free consultancy

If you'd like to talk to us about your product or service in advance of starting a PR programme we can do this without cost or obligation. Simply call 01536 399 000 and ask to speak to one of the PR team.

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