



*Docket
Sized
PR*

Tailored support for
small businesses

BY EAST VILLAGE.

EAST VILLAGE. is a team of storytellers... we thrive on shaping the narratives of people, products and places. Specialising in PR, social media, influencer partnerships, marketing strategies and events, we spend every day putting pen to paper for retail, leisure and hospitality brands. We also support community and Third Sector projects across the Midlands, and beyond.

Tired of the same old agency approach to campaign planning, #TeamEV is always thinking outside the box. Press releases and column inches remain at the heart of what we do, but we pride ourselves on adding real value to brands by delivering creative ideas that have an impact and, most importantly, tell your story to the right people.



EAST VILLAGE. was set up by Tara Tomes in 2013, having worked both agency and client-side for local independent retailers, internationally renowned fashion brands, acclaimed event venues, large scale exhibitions, and everything in between. With over a decade of experience, Tara's ambition was to create a business centred around a strong team culture and living by what has now become our everyday ethos: delivering **PR with personality.**

TeamEV. has always been passionate about supporting small businesses... after all, we're one ourselves! It comes from a genuine love of what we do, and we don't just mean securing brilliant coverage or putting on a talked-about event... our role is so much more – it's about helping people and their businesses succeed. That's why we've launched **Pocket Sized PR**, as a way for small brands to make the big leap into working with a professional agency.

Get in touch to find out how we can support you and your brand.

PR Packages

'GETTING STARTED' PACKAGE

(ONE-OFF COST)

- 1-hour Zoom consultation to find out about your business/brand and your objectives for PR
- A ready-to-send press release (which can be a product, service, general business, or comment piece), including a boiler plate for you to use for future releases
- Tailored press list (including suggested journalists and contact details), which will cover your target media across print, broadcast and online
- Email template to send your press release to journalists
- Top tips for "selling in" your story and landing coverage
- Your business/brand will be included on our cuttings service for one month, and we'll send you press coverage as it comes in

£350 + VAT

'STEP-CHANGE' PACKAGE

(MONTHLY COST, 6 MONTHS MINIMUM)

- 1-hour Zoom consultation to find out about your business/brand and your objectives for PR
- 6-month PR plan
- 1 press release per month, which will align with the PR plan and the stories that we think are "newsworthy"
- We'll not just write, but also distribute the press release for you each month to the right journalists, fielding any enquiries that come in
- You'll be included on our cuttings service, receiving press coverage as it comes in

£300 + VAT per month

'STEP-UP' PACKAGE

(MONTHLY COST, 6 MONTHS MINIMUM)

- 1-hour Zoom consultation to outline PR objectives
- 6-month PR plan
- 2 press releases per month, which will align with the PR plan and the stories that we think are "newsworthy"
- We'll not just write, but also distribute the press releases for you each month to the right journalists, fielding any enquiries that come in
- You'll be included on our cuttings service, receiving press coverage as it comes in

One of the following per month:

- Suggested gifting/influencer list
- Creation of a Mailchimp template
- Writing an award entry
- Monthly activity report

£600 + VAT per month

Social Media Packages

'GETTING STARTED' PACKAGE

(ONE-OFF COST)

- 1-hour Zoom consultation to find out about your business/brand and your objectives for social media
- If your social media channels are already set up, an audit of your channels, including competitor activity and suggested content
- Creation of your social media tone of voice and branding
- Six templates for you to adapt and use on social media
- Suggested content plan, for one channel chosen by you (eg. Facebook, Instagram, LinkedIn, Pinterest or Twitter) for two weeks, to help you hit the ground running

£350 + VAT

'STEP-CHANGE' PACKAGE

(MONTHLY COST, 6 MONTHS MINIMUM)

- 1-hour Zoom consultation to find out about your business/brand and your objectives for social media
- If your social media channels are already set up, an audit of your channels, including competitor activity and suggested content
- Creation of your social media tone of voice and branding
- Managing one social media channel, including:
 - 3 posts per week
 - Creation of branded graphics
 - Creating content
 - Community management
- If Facebook or Instagram, running one paid for advertising campaign (£50 will be covered as part of your fee, but you can increase this budget if you would like to)

£300 + VAT per month, per channel

'STEP-UP' PACKAGE

(MONTHLY COST, 6 MONTHS MINIMUM)

- 1-hour Zoom consultation to find out about your business/brand and your objectives for social media
- If your social media channels are already set up, an audit of your channels included competitor activity and suggested content
- Creation of your social media tone of voice and branding
- Managing one social media channel, including:
 - 5 posts per week
 - Creation of graphics and content
 - Community management
- Running 2 advertising campaigns (£50 budget each, but can be increased if you would like to)
- Suggested influencer marketing
- Monthly analytics

£500 + VAT per month, per channel

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BY **EAST VILLAGE.**

START YOUR STORY

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