

**COMPANY BACKGROUND**

[YOUR ADVERTISING COMPANY NAME] is an established advertising company that provides public relations services to individuals and businesses in any industry. Our company currently manages the public relations of [NAME OF CLIENT COMPANY].

With over [SPECIFY NUMBER] years in the advertising industry, we were able to cater to various types of clients. We have worked with and provided quality public relations services to both small-scale and large-scale companies.

We assist our clients through viable branding, marketing and communication strategies. Our track record includes handling the public relations of [SPECIFY NAME OF CLIENT COMPANY]. We have worked with them exclusively for [NUMBER] years.

We hope [PROSPECTIVE CLIENT COMPANY NAME] would be more than just a [SPECIFY BUSINESS TYPE] in the [INDUSTRY]. With our assistance, you can communicate your service offerings better to target clients and customers.

**FIELD OF EXPERTISE**

Our field of expertise include the following:

* Media Relations
* Events Planning
* Website Strategies
* Online Advertising
* Social Media Tactics
* Content Creation
* Marketing and Communications Strategies

**PUBLIC RELATIONS SERVICES**

Our goal is to enhance and make [PROSPECT CLIENT COMPANY NAME] more recognizable to the public. If you allow us to work with you, we will provide you with these services:

1. Benchmark media activities, monitor media coverage and quickly respond to journalists who need information regarding [PROSPECT CLIENT COMPANY NAME].
2. Write and disseminate press releases to foster good relationships with the regional media.
3. Initiate proactive community outreach campaigns to maximize [PROSPECT CLIENT COMPANY NAME]’s exposure to the public.
4. Make use of media outlets by pitching in testimonials and creative hooks at magazines, famous television programs, websites, blogs, radio and bulletins to name a few.
5. Conduct continuous research and brainstorm ideas and strategies.
6. Develop creative promotional programs that generate media mileage and increase brand reputation; for social media exposure, Facebook, Instagram, Twitter and other social media pages shall be opened to the public and focus on these areas:
7. Unique content creation
8. Current trends in society and within the cultured community
9. Consumer engagement
10. Promoting [PROSPECT CLIENT COMPANY NAME] through media, links and articles embeds
11. Capitalization of good relationships built by journalists and your customers
12. Maintain the offline presence of [PROSPECT CLIENT COMPANY NAME] through relevant and special events, features, write-ups and providing giveaways, souvenirs or freebies.

**FEES AND EXPENSES**

This proposal will be based on a specific agreement and will roughly cost [SPECIFY AMOUNT], which already covers, among others, costs for maintaining a public relations list, developing blogs and launching social media marketing campaigns.