

How your school can benefit from using PR

Schools today have to think and act like businesses - with a unique product, multiple stakeholders and a budget to protect and manage.

Great communication enables schools to create a real USP; to be talked about and trusted, to shout about success, to deliver value for money, to attract pupils and staff and to cultivate and sustain a reputation for excellence

As education marketing and public relations specialists, we are truly passionate about the power and potential of communication and can take care of it all for you, from the big picture to the smallest detail.

We work as your partner to identify and address your specific areas of need – from attracting more pupils to building awareness of a new brand - and then we just get on with it, leaving you to do the most important job of all – improving teaching and learning and increasing life chances for pupils.

We deliver a wide range of strategic and tactical marketing and creative services including:

- PR strategy and campaign planning
- News stories
- Crisis management
- Event management
- Prospectus, website and newsletter copywriting
- Social media management including blog writing and Twitter account management
- Media training

We integrate PR into the life of your school and work with you to ensure that it enables staff and students to learn about how communications works in the 21st century, as part of CPD programmes or the curriculum.

PR is about image, reputation, credibility and about creating marketplace demand for your school and your services. Like the best word-of-mouth campaigns, the media's seal of approval can be one of the most powerful marketing and sales tools in your arsenal.

Delivering what you need

We offer a completely flexible range of services that can be tailored to meet your needs, objectives and budget. We would very much hope to discuss these in more detail with you but two of the most popular options are:

1. Managed Service – a monthly retainer and agreed schedule of activity to cover all your PR needs. Starts from £800 per month
2. Shopping List Service – choose from the wide range of available services to create a bespoke package with prices starting at £200 for a press release writing service

If you would like to know more about how PR can change perceptions and build awareness for you we'd like to offer you a free consultation which you can book by emailing emma@lollipop-pr.com or calling Emma Beck on 07932 763 015.

We hope to hear from you very soon!