



.... for clear thinking and simple solutions

# COMMUNICATIONS

MARKETING & PUBLIC RELATIONS

A Marketing & PR Health Check for Independent Schools

- SWOT analysis
- Marketing audits
- Admissions
  - Mystery Shop
  - Open Days
- Strategic and tactical marketing plans
- Advertising analysis and planning
- Measuring and monitoring
- Market research
- Media relations
- Image and identity
  - Newsletter copy writing and design
  - Website
  - Prospectus design
  - Brand management
- Feasibility studies

t: 07002 020 900

e: [info@rpcommunications.co.uk](mailto:info@rpcommunications.co.uk)

w: [rpcommunications.co.uk](http://rpcommunications.co.uk)



**RPCcommunications** (formally Ronnie Pratten Marketing & PR) has been providing marketing and PR services to clients continually, since May 1989.

The marketing & communications projects and contracts undertaken on behalf of clients have been many and varied and include the development of Communications and Marketing strategies incorporating some or all of the following.

**Marketing Audits:**

SWOT & PEST research; USPs; image; perceived competition; the marketing team (everyone involved in the process); internal & external communications; media relations; community relations; the customer experience; targeted market research; demographic research; mystery shops; measuring and monitoring; advertising

**Producing follow up reports including:**

Analysis of current situation; SWOT analysis – strengths weaknesses opportunities and threats; existing objectives (awareness, position, profile etc); existing strategic and tactical plans; results versus budget spend; monitoring; USPs; brand perception - internal and external

**Origination and development of strategic and tactical communications plans:**

In tandem with clients, develop the strategic marketing plan – in line with the business plan; provide a calendar of events to support the strategic plan and plot all the major markers for the first year, plus any that can be repeated in subsequent years. If necessary, develop / advise on budget and budget controls; generating and developing initiatives to increase awareness and profile for clients within the desired market place

**Brand Management:**

Development of brand, advice on adherence to brand, style guides and best use of brand

**Media relations:**

Copy writing: for press release and article use plus follow-up; generating ideas; capitalising upon existing situations and recognising and preparing worthy material; developing and organising media contacts; developing and organising press facilities; copy writing: for editorial, advertorial, brochures and client newsletters

**Management of Print (prospectus, literature etc) and Web development:**

Design, photography and production; creative guidance; copy writing; design management; print management

**Other Projects**

Feasibility studies; strategic and tactical fund raising projects; event management: co-ordination of events from initial concept to conclusion; strategic and tactical organisation of seminars and conferences; research and preparation of papers on marketing in education; decision making on exhibitions and tactical organisation and management thereof; commissioning specialist exhibition equipment; crisis management within the oil industry: media & relative response training; preparing specific briefing material for clients for external consultants (PR, design, brand agencies etc)