

## ACTUALLY SUPPORT PACKAGES

You want to grow your business and your impact and you know that great communications is the way to do that but frankly, you just don't have the time. That's where Actually's 'Done for You' support packages come in.

Following an initial consultation to ensure that you have a clear strategy that will work for you and your business, there are three packages to choose from:

1. **Strategy Development:** the starting point for all great communications is great strategy - we will develop your strategic approach.
2. **Preparatory work:** we can do all the preparation and research to get you set up to do the delivery yourselves (eg: PR, podcast outreach, political engagement or social media content).
3. **Strategic Advice:** we meet with you monthly to discuss your progress and advise on next steps and how to keep your communications on track'
4. **Full 'Done for You' Service:** we do all the work for you!

## 1. Strategy Development

All great communications starts with great strategy and great strategy is built on a series of foundation stones that EVERY business should have in place:

- **PURPOSE** - a clear sense of your vision and mission
- **PRINCIPLES** - the values that define your business and inform your communications
- **PEOPLE** - a deep understanding of your ideal clients
- **PRODUCT / PRICING** - clarity about your offer
- **POSITIONING** - your story and messaging

Our first task will be to ensure that these are all in place and to work with you to fill any gaps. Then we can get to work on your strategy.

We will research your **market**; the relevant **media and social platforms**; the **policy environment** (if relevant) and develop a deep understanding of the **challenges & opportunities** that you face. We will explore the **key hooks, notable dates and themes** that might form the basis for content and stories.

We will then bring this all together in a coherent plan that you can use to guide all of your communications & marketing.

Developing a strategic approach and plan is a significant piece of work. The precise extent of the work required will depend on the degree of clarity you have over your business foundation stones; how much research you already have access to and the size and complexity of your business.

Each strategy development project is priced individually but in the interests of transparency, the starting point is approximately **£2,000 (+VAT)**.

## 2. Preparatory Work

### **Podcast Guesting: £1,500 +VAT**

An initial preparatory piece of work to get your set up to make podcast approaches and secure guest slots.

- Initial meeting to review your biography and key areas that you are happy to discuss / be interviewed on
- Creation of a podcast one-sheet – your ‘introduction’ to a podcast host to be sent with every approach.
- Creation of an initial list of priority podcast targets – a spreadsheet of up to 50 podcasts with contact details
- A template email – to be personalise for each podcast host approach
- A debriefing session to discuss how to make your approaches and follow up – for you and / or your VA

### **Public Relations: £1,500 +VAT**

An initial preparatory project to set you up for PR outreach:

- Facilitated brainstorm to identify story ideas from your own experience and expertise plus a review of notable dates and other hooks for possible coverage
- Creation of a media target list including 10 priority journalists that you should be seeking to develop relationships with and a wider list for monitoring and potential outreach
- A briefing session to advise on how best to approach journalists and pitch individual stories

### **Social Media: £1,500 +VAT**

An initial preparatory project to set you up for social media content creation and engagement:

- A creative briefing and brainstorm session to discuss:
  - Ideal platform selection (max 2 platforms)
  - Ideal posting schedule
  - Thematic content
- Creation of a three month schedule of content outlines - tied to your business milestones, key notable dates and themes with advice on images

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**Political Engagement: £1,500 +VAT**

If you're looking to build your relationships in political circles (national, regional, local) - so that you can influence policy or campaign for change - we can help. In this initial project, we will set you up for political outreach work:

- An initial briefing meeting with you to ensure that we understand your objectives and therefore who you need to reach
- Creation of an initial prioritised target list including name / party / job title / relevance and contact details
- A template email for your approach
- A briefing / training session to review the target list; make sure that you are clear on how to approach your targets and to answer any questions

*If you require preparatory support covering more than one of these core areas or if you are looking to launch an integrated campaign, please let us know and we will prepare a bespoke package for you.*

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### 3. Strategic Advice

Following on from the initial preparatory project(s), we can be on hand to provide regular strategic advice via a monthly call to review opportunities and advise on best approaches. To complement the monthly meeting, we would be happy to provide reasonable\* advisory support in between meetings via email.

**1x option (eg: podcast guesting/ PR/ social content/ political engagement):**

Monthly 1 Hour meeting plus email support: £250pm +VAT

**2x options (eg: select 2 of the four options outlined above):**

Monthly 2 hour meeting plus email support: £500pm +VAT

**3x options (eg: covering podcasts and PR and social content)**

Monthly 3 hour meeting plus email support: £700pm +VAT

**All four options**

Monthly 4 hour meeting plus email support: £1000pm +VAT

*\*The definition of 'reasonable' email support is clearly subjective but we would consider one email per week with a straightforward question to be reasonable.*

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#### 4. Full 'Done for You' Service

Under this option we would carry out all of the preparatory work outlined above for your chosen options and then provide full strategic advice and implementation support on an ongoing basis. We could focus our work on podcast guesting or PR or social media or political outreach or any combination.

Our pricing for a 'done for you' service is bespoke and tailored to your requirements and to the level at which we feel that support would be most beneficial to you. A small start-up business will require a very different level and kind of support to a more established organisation - for example.

However, it is worth noting that our minimum monthly fee for our 'done for you' service is **£2,000pm (+VAT)** and that this would usually cover one discipline or option eg: podcast guesting outreach or PR or social media or political outreach.

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