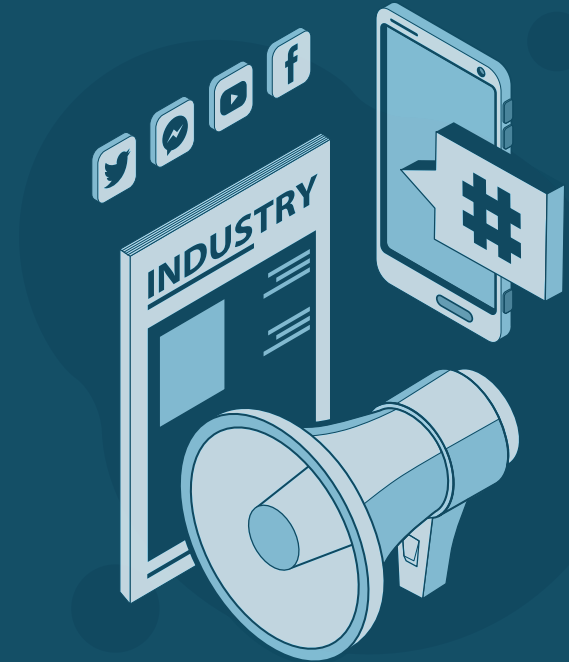


Are enough people talking about you?



Coda's experienced PR team will help you stand out from the crowd - increasing your brand awareness within a budget and timeframe that works best for your business.

A PR strategy focused on your KPI's

- ✓ Strategy-led plans that get you the results your business needs
- ✓ Results-driven activity that's monitored and tracked every step of the way
- ✓ On-point copy and content creation that's proven to convert

Delivered using Coda's industry expertise

- ✓ Experienced with working with businesses all over the world
- ✓ Our extensive industry media contacts will amplify your message
- ✓ A dedicated account management team guide you every step of the way

Coda expertise = better stakeholder engagement. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com

The Right Approach

PR is an integral part of any business. Coda will create a strategy that supports your business needs and ensures your success.



1

Research & Strategy

We'll build a comprehensive strategy that's based on thorough research to support your goals and help achieve your KPIs.



2

Scoping & Planning

Documentation outlines core project requirements, timelines and goals. Scoping enables agreement on deliverables, so expectations are met upon delivery.

3

Sign Off & Content Creation

Your project is signed off and implementation of the PR strategy begins. Our experienced Coda team carefully curate and implement content for key publications, social media and more.

4

Delivery & Tracking

Delivery of assets are on time, as scoped and tracking of outcomes takes place throughout the process, ready for reporting.



5

Analysis & Reporting

Coda use in-depth analytics and reporting which form key learnings for future projects, so your results just get better and better.

Case study

A leading process instrumentation manufacturer uses Coda to manage public relations, social media and internal communications.

Our approach is...

Relationship-building...

Long-lasting relationship with editors and influencers, improving coverage and maximising promotional opportunities.



Audience-connecting...

Successful, multi-language PR and Social Media coverage across all key market verticals, covering product, application, technical and thought leadership topics.

Brand-building...

Smart, integrated communications messaging, supporting strategic marcomms brand and messaging focuses.

Award-winning...

Identification and management award opportunities yielded prestigious Queen's Award for Innovation.

& Lead-generating.

Integrated trackable communications that improve visibility, drive website traffic and improve organic search rankings.



What you get...

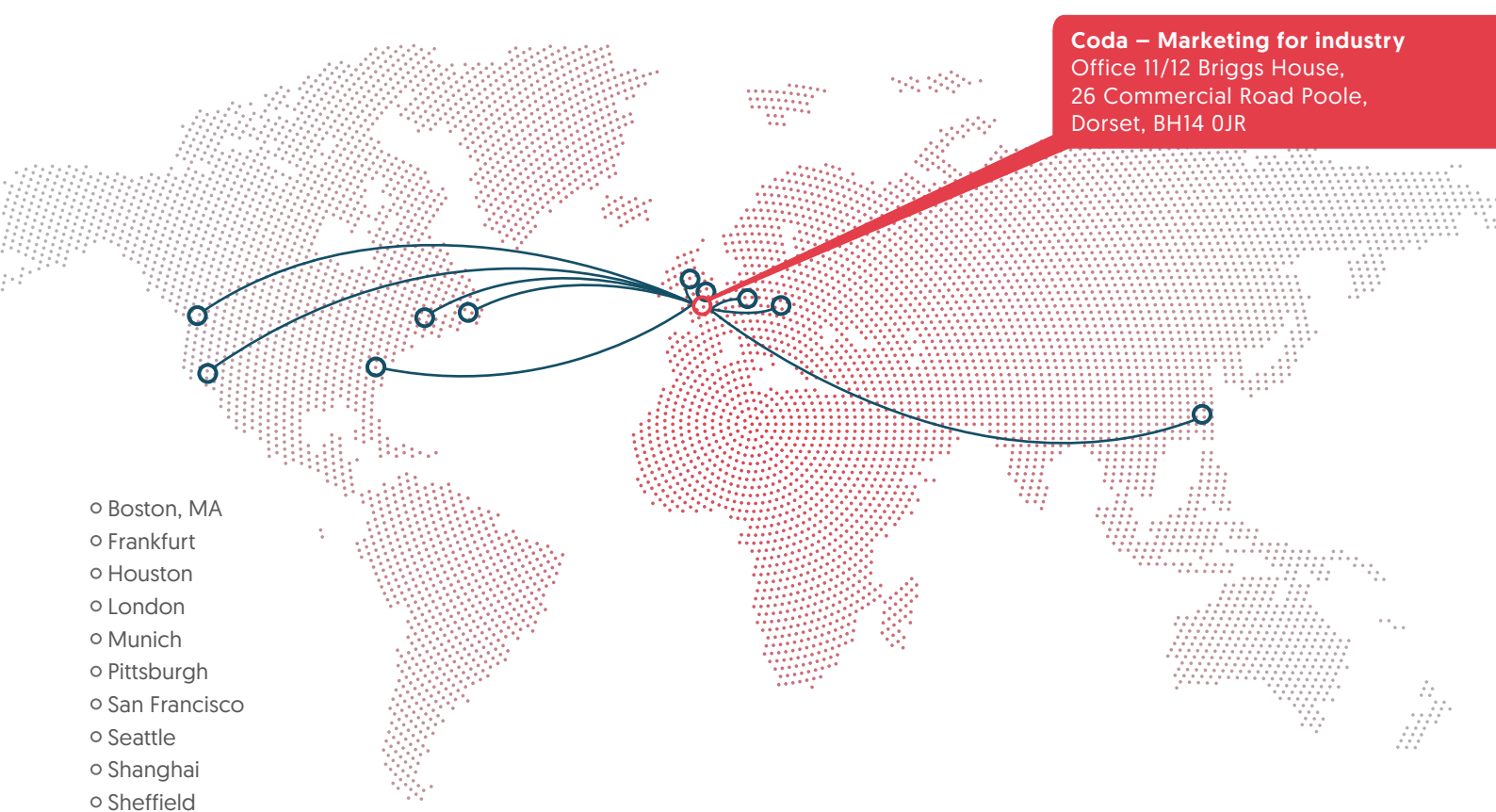
- Media monitoring
- News distribution service
- Global reach
- Media analysis
- Dedicated media relations
- Licenced media clippings for distribution

Each part of the process is available as a stand-alone service

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management team
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



Better engagement = more leads. Contact us today.

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