



**MOSRON
COMMUNICATIONS**

Special Service Bouquet



THE WHY

With a vision of being the preferred growth partner for businesses and career professionals, Mosron Communications has created different service bouquets for the organisations that:



- Require time to focus on its core competencies
- Desire increased visibility
- Require more professional marketing communications strategies
- Recognise the need for strategic collaborations for its next growth phase
- Require professional service without the worry of employing a full-time senior staff



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THE MOSRON GLOW BOUQUET

...show up where it matters



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The Royal Bouquet provides growing businesses and c-suite executives with professional handling of their social media pages. The objective is to ensure that you, and your business, are well represented when people search for you online.

According to a recent report by [Blue Corona](#):

- ❖ *Studies show that between 70-80% of people research a company online **BEFORE** visiting the small business or making a purchase with them*
- ❖ *Almost 90% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic*



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YOU GET

The **Mosron Royal Bouquet** provides you with:

- ✓ Consistent online presence
- ✓ LinkedIn profile optimisation (for executives)
- ✓ Website content management (for businesses)
- ✓ Keyword research to be used in web and social content creation





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MODALITIES AND FEES

- ◇ Weekly activity report
- ◇ Full management of any 3 social media pages; content creation and community management
- ◇ One-off keyword research
- ◇ **Quarterly Fees: N335,000** with 70% upfront payment monthly

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MOSRON GLOW BOUQUET

...step into the light

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The Glow Bouquet is our dedicated service designed for the growing business whose next growth phase will be accentuated through a deliberate communications strategy.

Your unique business offering has been tested with a small market, and is now ready to be launched to the world.





YOU GET

- ❖ 6 press releases in 5 Nigerian newspapers (print and online)
- ❖ Content calendar for Facebook, Instagram, and LinkedIn*
- ❖ One-off website content review
- ❖ Content review of existing company profile
- ❖ 1 marketing strategy session with Sales Team
- ❖ On-demand media interview for MD/CEO
- ❖ On-demand corporate event management

*We can also manage those pages where necessary



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MODALITIES AND FEES

- ◇ Monthly content calendar
- ◇ Twice monthly activity report
- ◇ Once weekly virtual meetings
- ◇ Onboarding training with team; work out from client's office once monthly

- ◇ **Quarterly Fees: N675,000** with 70% upfront payment monthly

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Mosron All-in-One Bouquet

...quality service for growth

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Businesses that have in-house junior staff handling marketing and communications activities are sometimes severely limited in the range of strategies that are presented for business growth. The onus for providing strategic direction usually falls on the business owner who may not have the requisite knowledge.

With the Mosron All-in-One bouquet, you get professional supervision of marketing and communications activities.





YOU GET

- ❖ An annual marketing communications plan for implementation by in-house staff
- ❖ Quarterly in-house training for your marketing communications staff
- ❖ Quarterly implementation monitoring of annual plan
- ❖ Project manager for third party vendors contracted to provide marketing communications services
- ❖ Recruiter for marketing communication staff where required



MODALTIES AND FEES

- ◆ Subject to client's peculiar needs



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ABOUT MOSRON COMMUNICATIONS

WE TELL STORIES THAT CONVERT

Mosron Communications is a Lagos based public relations and marketing communications agency. Over the years, we have helped our clients tell compelling stories that delivered phenomenal results.

At Mosron Communications, our vision is to be the preferred growth partner for businesses and career professionals.

TESTIMONIALS

"Mosron Communications came at just the right time when we were ready to set up our media unit, revamp our online activities and establish a communications structure. The staff they recruited for the new unit continue to perform excellently."

~ Ambassador Yomi Osewa, Chairman The Ambassadors Schools, Ota



OUR SERVICES

Media Services

- ◆ Press release drafting
- ◆ Media tour planning and implementation
- ◆ Press meet-and-greet/ press kit ensemble
- ◆ Local media outreach

Event Management

- ◆ Event marketing and publicity
- ◆ Corporate strategic events
- ◆ Vendor sourcing and management
- ◆ Event communications

Social Media

- ◆ Content strategy and planning
- ◆ Community management and online customer service
- ◆ Event campaigns

Project Management

- ◆ Oversight of marketing communications campaigns
- ◆ Supervision of in-house team
- ◆ Preparation of marketing communications plan document
- ◆ Audit of third party marketing activities

Content Development

- ◆ Manuscript editing and text transcription
- ◆ Executive business correspondence drafts
- ◆ Web content management
- ◆ Content writing

Public Relations

- ◆ Stakeholder Management
- ◆ Crises Communication
- ◆ CSR Ideation & Implementation
- ◆ Strategy formulation – Brand Identity



OUR CONTACT

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