



WELCOME TO OUR
ENTHRALLING STORY



ONCE UPON A TIME...

A young girl thought to herself “why do written texts have so many errors? I can help make it better!” and she set out to do just that.

This is Mosron Communications, one of the few and fastest growing public relations consultancy firms in Lagos, Nigeria.



From being an exclusive and well-respected content development and editorial organisation, working with creatives and business executives.



Mosron Communications has evolved to become a full-fledged bespoke public relations consultancy practice.

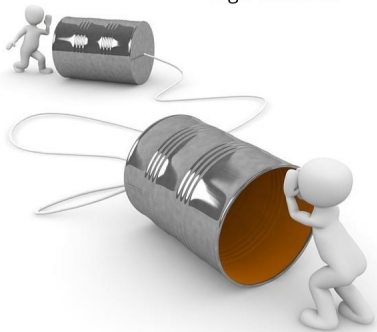
We specialise in providing tailored public relations guidance, particularly in the areas of corporate, digital and crises communications, to business-2-business service organisations.

At Mosron Communications, our team of PR and digital communications professionals deliver bespoke plans and deploy campaigns designed for maximum impact across all touch points.

We know that having a story to tell is the start point; telling that story to the right audience, at the right time and in the most appropriate format is what guarantees results.

We are specially equipped to serve medium and large sized organisations as well as multinational brands looking to gain entry into the Nigerian market. Over the years, Mosron Communications has confronted business challenges with innovative strategies and result-driven implementation tactics that delivered the desired impact.

Ours is a story of deep-rooted growth, evidenced by our strong network both in public and private sector circles and in the diversity of clients we have served.





SERVICES:



CORPORATE COMMUNICATIONS

Our corporate communications services are proactive and anticipatory, guiding internal communications activities, intelligent business communications support, as well as issues and crises management.

CORPORATE (VIRTUAL) EVENT MANAGEMENT

As digital natives, the new shift to virtual business engagement is right up our alley. We are able to conceptualise and or manage both physical and virtual events, ensuring that stated business objectives are attained.





DIGITAL COMMUNICATIONS

What should you be saying online, to whom and on what platform? Have you been able to leverage social selling to achieve business objectives? Our vast knowledge of the digital space helps us provide strategic guidance on how to get the best for your organisation's online activities.

MEDIA RELATIONS

Relating with the media is more than writing press releases. As core PR professionals, we help your organisation establish long lasting relationships in the media, securing allies that will have the organisation's interest at heart. From media tours to (virtual) press conferences and global media placements, we bring the eyes of the world to your doorstep.



STAKEHOLDER MANAGEMENT

Each stakeholder in your organisation has its own unique language. From employees to investors, from the community to government, we implement unique communications activities to keep your stakeholders engaged and up-to-date.

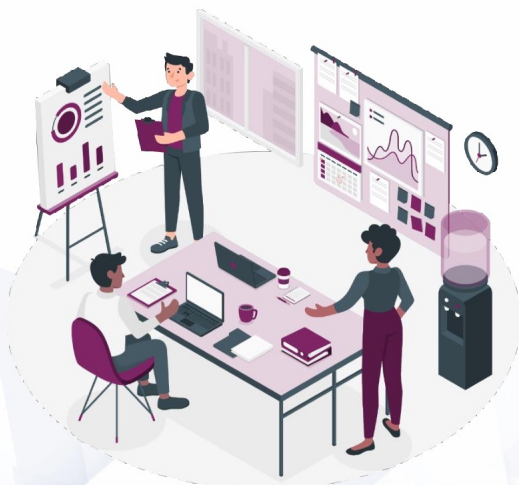


COMMUNICATIONS UNIT SET UP AND MANAGEMENT

This is a bespoke service from Mosron Communications. We bring our 20+ years experience to bear to set up or upskill in-house communications unit: from JD design to KPI setting, to hiring supervision and training, we ensure that your communications team is suitably equipped to support that achievement of business objectives.

BESPOKE TRAININGS

As digital natives and communications experts, we offer tailored in-company trainings for staff and/or senior executives looking to optimise organisational and digital communications. Our training areas: Digital Communications, Effective Business Communications, LinkedIn and Twitter for Personal & Business Growth.



1



FIRST, LET'S BREAK IT DOWN –

We want to understand your business, what makes it tick, and what your overall business or campaign objectives are. From a 360 degree perspective, we walk back and see the relevant public relations strategies that will aid the achievement of stated objectives.



2



GOT IT! HERE'S THE PLAN

Now we develop a strategic framework that will guide activities. From creating a brand persona to identifying key stakeholders, we tackle each brief from every conceivable angle.





LET'S CLEAN HOUSE -

Now, you have approved and the ball is set to roll. Before we invite the public to relate with you, we ensure that your home is tidy enough to receive guests. From website reviews, to communication materials update, customer success templates to executive branding - our first task is ensure that we put your home in order.



HEY PUBLIC, MEET OUR CLIENT -

We begin immediate implementation of approved strategy. With constant monitoring, reporting and feedback we make sure to keep you in the know of what your stakeholders are saying about your brand, and make recommendations for improvements.

WHY US?

WHY NOT US?

We are digital natives, young, nimble, and one of the few PR companies licensed to practice in Nigeria. We take your story beyond the confines of traditional media Platforms and bring the world to you through technology. Beyond telling the world your story, our core entrepreneurial Mindset ensures that we carefully align public relations strategies to aid the achievement of corporate objectives.

We also provide a fully dedicated executive for each client, combining our pool of experienced professionals to deliver well thought-out strategies, Superb implementation and consistent measurements.

Again we ask-
Why NOT us?

1



Conceptualised a fund assistance project which started with an initial of N200,000; fund closed with N10,000,000 donation

2



Delivered arguably Nigeria's first virtual press conference

3



Secured a complimentary speaking slot worth \$10,000 for an executive at a global event hosted in Nigeria

4



Through a innovative and result-focused event, delivered 70% increase in prospective client database using less than 30% of previous marketing budget

5



Complete set up, from recruitment to equipment requirement, of a communications unit for one of Nigeria's biggest schools

6



Delivered Communications trainings in five organisations with 1,000 participants over two years; and over 300,000 impressions for online trainings



THEY LOVED OUR WORK!



This is a very insightful and timely training. The content was very relatable and the facilitator was very articulate, friendly and engaging.

Oge Agu, Head of Marketing,
Jobberman Nigeria



We had been handling communications for ourselves before, but actually I realize the difference now after working with Mosron Communications. They are a great sounding board; they added coordination to our event, and a lot of things were fixed faster. Their specialization and the swiftness made a huge difference."

Dr Ola Brown, MFR -
Founder, Flying Doctors
Nigeria & HealthCap Africa



Great work! Good initiative with a virtual press conference. I like that Mosron Communications quickly adapted to the times!

Sita Banigo, Business Development
Manager, Landmark Africa



WE TOLD THEIR STORIES



THE AMBASSADORS
SCHOOLS, OTA.



WE
WOULD
LOVE
TO
TELL
YOUR
STORY
TOO



Download our **Engagement Briefing Template** here



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