

easyPR.ng

BRAND POSITIONING& WEBSITE  
RECOMMENDATIONS

ABOUT

# WHO WE ARE?

- A commercial news/ content distribution service that distributes brand/ individual content (full text press releases, photos, videos, audio) from SME;s, corporates and organizations nationwide to all media (Press, Blogs, Websites, Chat Rooms, TV, Radio), financial markets, disclosure systems, investors, information websites, databases, social networks and other audiences
- A platform breaking boundaries in helping brands increase their media/ online/web visibility, sales and leads, with promises of professionalism, maximum return on all PR/ marketing investment, using best in class marketing tools, channels and timely delivery of service measured with our bespoke marketing performance management system
- Empowering clients of any scale with an assortment of solutions to suit any budget

# VISION

Possess a dominating footprint across Africa, building brands; positioned as that window for brand messaging, news/content distribution, sales and leads generation between Africa and the World.

# KEY MESSAGE

Helping build brands, sales and leads!

SERVICES

# PRESS OFFICE

corporates, individuals, sme's, organization, government, institutions

**Press release**

**Press release drafting**

**Features**

**Photo-news**

**Product Reviews**

**Fast-track service- expedited press release processing and implementation**

## Features

Hyperlinks in online press releases; Include image(s); Embed Video (subject to media channel)

## Benefits to Clients

Fast Approvals- Fast 3hour processing time

SEO Optimized Custom Newsroom/ URL on EasyPR portal

Centralize client content into one convenient place. Press, News, Events and Company information.

Distribution to premium database of media journalists

Auto-post to Social Media

Measured Results- view print runs by location, web open rates, detailed analytics PDF campaign report

Individual media feedback upon each press release based on current industry trends and clients current position/ messaging

Fast friendly customer support

**Strategy for Growth: Partnership with international Newswires (Business Wire/ PR Newswire), Google News, Yahoo News, Reuters, and Associated Press to grow patronage and build global perception of the EasyPR.ng brand**

**For journalists looking for an inspirational/ news story to write about or a blogger looking for some fresh content to include on your blog, or researcher looking for latest industry trends or statistics.**

## Features

- Customized news delivery options/ tags/ headlines delivered right to inbox
- Quickly browse and add stories to your favorites
- Share groups of stories with your colleagues.
- Access the multimedia bank of videos and photos used in stories
- Easy search options to access archived releases

Strategy for Growth: Opportunity for indirect strategic partnerships with local journalist/ target group leading to sustained use of excerpts/ content in future material. One-Stop content platform for international target group.



# BLOGGER DISTRIBUTION

corporates, individuals, sme's, organization, government, institutions

**Blog release**

**Blog release drafting**

**Features**

**Photo-news**

**Product Reviews**

**Fast-track service- expedited blog release processing and implementation**

## Features

Generate word-of-mouth marketing, inbound SEO links and online brand visibility. Include image(s); Embed Video (subject to blog)  
Blogger identification based on clients stated requirements. Pitching clients blog releases

## Benefits to Clients

Fast Approvals- Fast 3hour processing time

SEO Optimized Custom Newsroom/ URL on EasyPR portal

Precise target audience segmentation by demography and psycography for more effective campaign

Blogger liaison- Client doesn't have to research and email bloggers on your their time. EasyPR takes care of this

Posts to bloggers Social Media

Measured Results- view click through rates, detailed analytics PDF campaign report

Fast friendly customer support

**Strategy for Growth: Partnership with top local bloggers and international bloggers of repute to grow patronage and build global perception of the EasyPR.ng brand**

# SOCIAL MEDIA INFLUENCING

corporates, individuals, sme's, organization,  
government, institutions

**Social media is everywhere and we aim to leverage this massive and highly engaged audience in helping brands reach their targets, increasing sales and leads. Social media channels include Facebook, Twitter, LinkedIn, Instagram, Google+. Aim here is to leverage our network of individual with high and engaging social capital (following) to push intended messaging of our clients.**

## Features

Generate word-of-mouth marketing, inbound SEO links and online brand visibility.

Include image(s);

Embed Video (subject to social influencers)

Social media influencer(s) based on clients stated target audience, location, sales leads, etc.

## Benefits to Clients

Fast Approvals- Fast 3hour processing time

Precise target audience segmentation by demography and psycography for more effective campaign

Social media liaison- Client doesn't have to research and email influencers on their time. EasyPR takes care of this and pitches to influencers also

Graphic and content generation aligning with client sent to influencers

Measured Results- view click through rates, detailed analytics PDF campaign report

Fast friendly customer support

# SME STARTUP TOOLKIT

individuals, sme's, NGO

Helping start-ups and SME's overcome the challenges of initial corporate branding and profiling.

EasyPR is positioned as the one stop shop and pivotal point for SME's to take their business to the Nigerian marketing. In addition to setting up brand presence, EasyPR will give free consultation on marketing (entry to market).

On conclusion of branding materials, EasyPR will as added value, implement one press article in a notable daily on behalf of client as value add, announcing launch and entry to market.

## Features

Company Profiling

Brand Identity/ Logo

Entry to market strategy

Audio-Visual material

Motion graphics

Press/ Features

Call cards, ID's, etc.

# MARKETING TOOLKIT FOR SME's

individuals, sme's, NGO

**EasyPR sees the challenges faced by SME's to achieve marketing excellence. This challenge is brought forth by the absence of professionalism and known skills in achieving marketing with direct impact on sales and leads, as well as knowledge about strategy and business processes that will help such SME's achieve maximum ROI, given limited budget. This service will include a broad range of marketing options ranging from offline to online.**

**This will be an open bouquet and subject to consultancy from agency and budget from SME's.**

## Features

Offline marketing (Press, TV, Radio, Events, Sponsorships)

Online marketing (including social media)

Strategy for Growth: 75 million SME's and network of marketing specialists to be provided by EasyPR

# SPONSORSHIP/ SPEAKER BUREAU

corporates, individuals, sme's,  
organization, government,  
institutions

**In driving brand excellence and thought leadership, many brands directly or indirectly require opportunities/ platforms where they are able to speak about/ showcase their brand position/ story.**

**This will be an open bouquet where EasyPR will consult on brand communication needs and identify such events or platforms where brands are able to seize such opportunities.**

## Features

Events or media shows that align to 'thought leadership' position.

LOGO

The logo for easyPR.ng is displayed on a white background. The word 'easy' is in a dark blue, lowercase, sans-serif font. The letters 'PR' are in a bright orange, uppercase, sans-serif font. The '.ng' is in the same dark blue, lowercase, sans-serif font as 'easy'.

# easyPR.ng

This doesn't resonate as the same logo shared by Jonah when we last met. Lets confirm, as if this is the case, we may need to rework.

The logo for easyPR.ng is displayed on a solid black rectangular background. The word 'easy' is in a dark blue, lowercase, sans-serif font. The letters 'PR' are in a bright orange, uppercase, sans-serif font. The '.ng' is in the same dark blue, lowercase, sans-serif font as 'easy'.

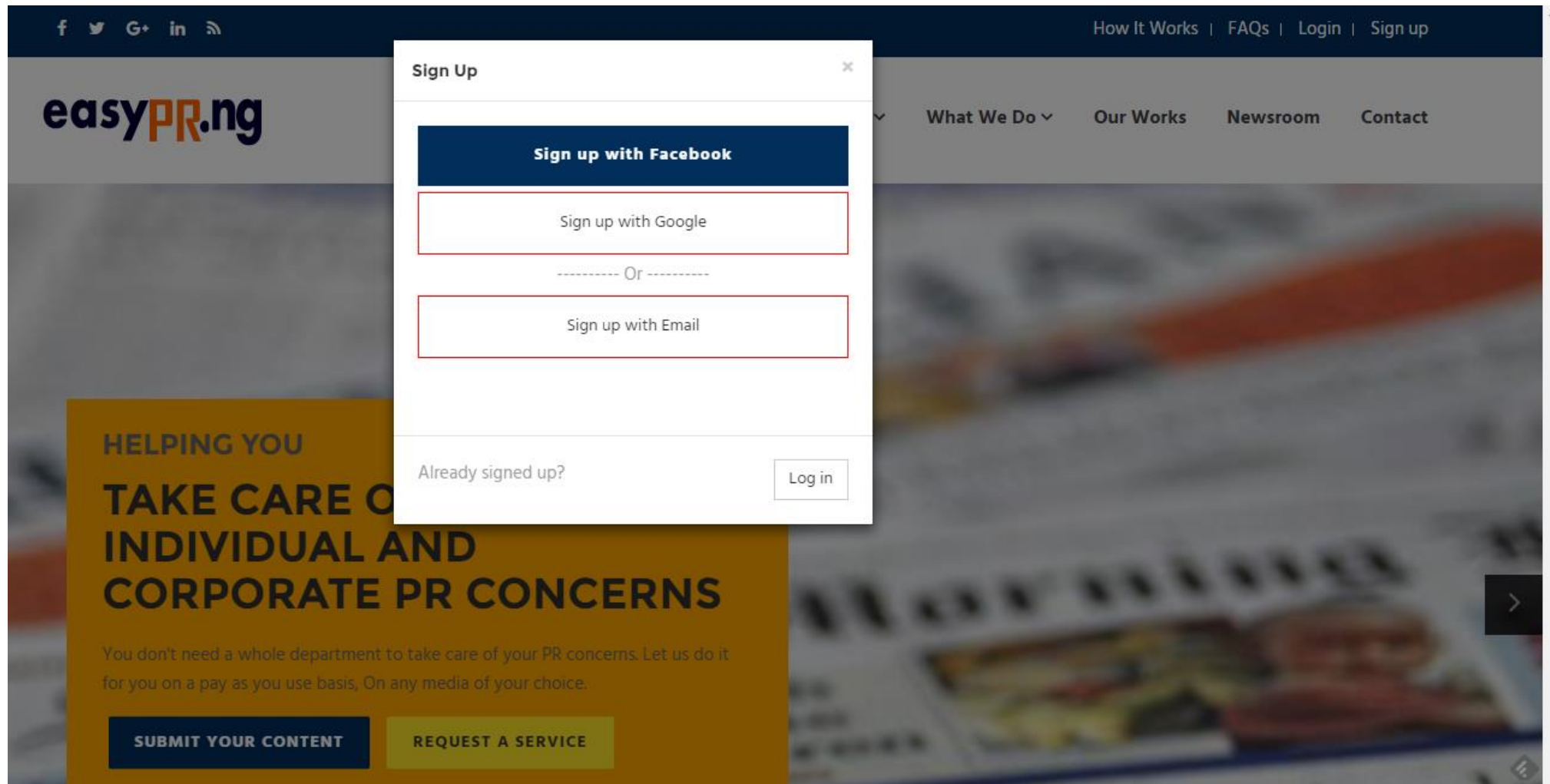
# easyPR.ng

- Suggest we revert to logo above, for reasons following-
- From a corporate standpoint fonts represent our service better
  - Less animated
  - Premium appearance compared to previous
  - Improved perception

SIGN-UP



# Present Site



# Proposed

Sign up below, it's easy.

Sign up, in easy steps

Email Address

First Name

Last Name

Company Name

Password

[SIGN UP](#)

Your free account includes:

- ✓ Amplify Your Message Across the Web
- ✓ Fast Editorial Approvals
- ✓ Easy Press Management
- ✓ Friendly Customer Support

[Have an account? Sign in »](#)

[Continue](#)



[Continue with Facebook](#)

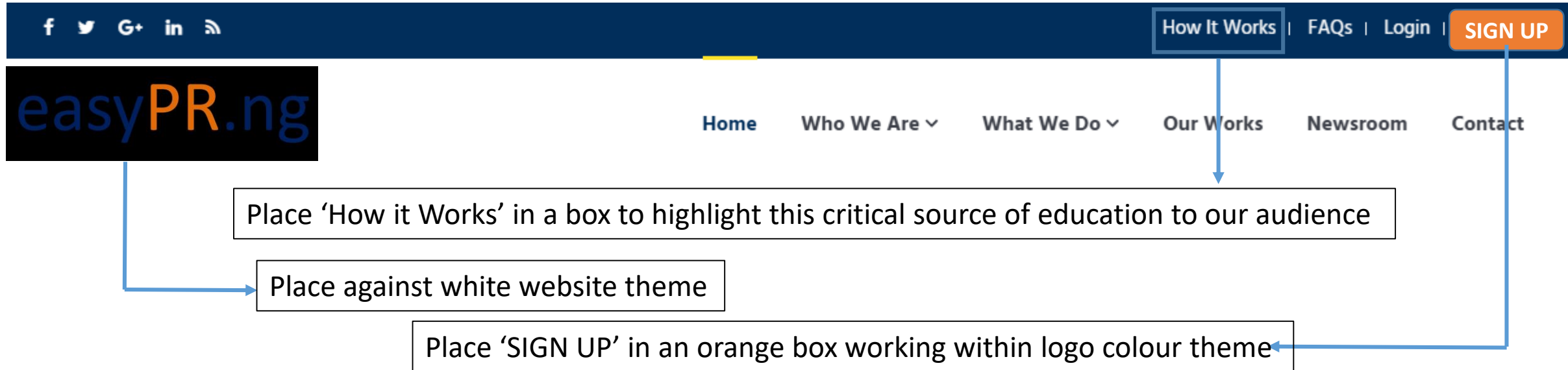
Magnify Your Message Across the Web  
Speedy Editorial Approvals  
Portfolio & Performance Management  
Customer Support

Sign up with Google (Red Button)  
Sign up with Facebook (Blue Button)

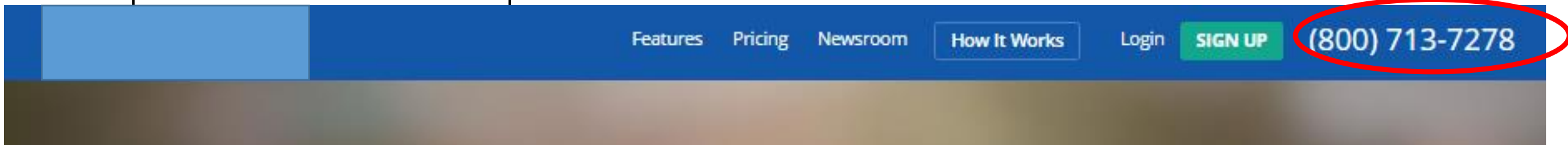
Please refer to following for suggestion of how click through should be, as well as page design,  
<https://www.newswire.com/register>

# LEADER BUTTONS

# Present Site

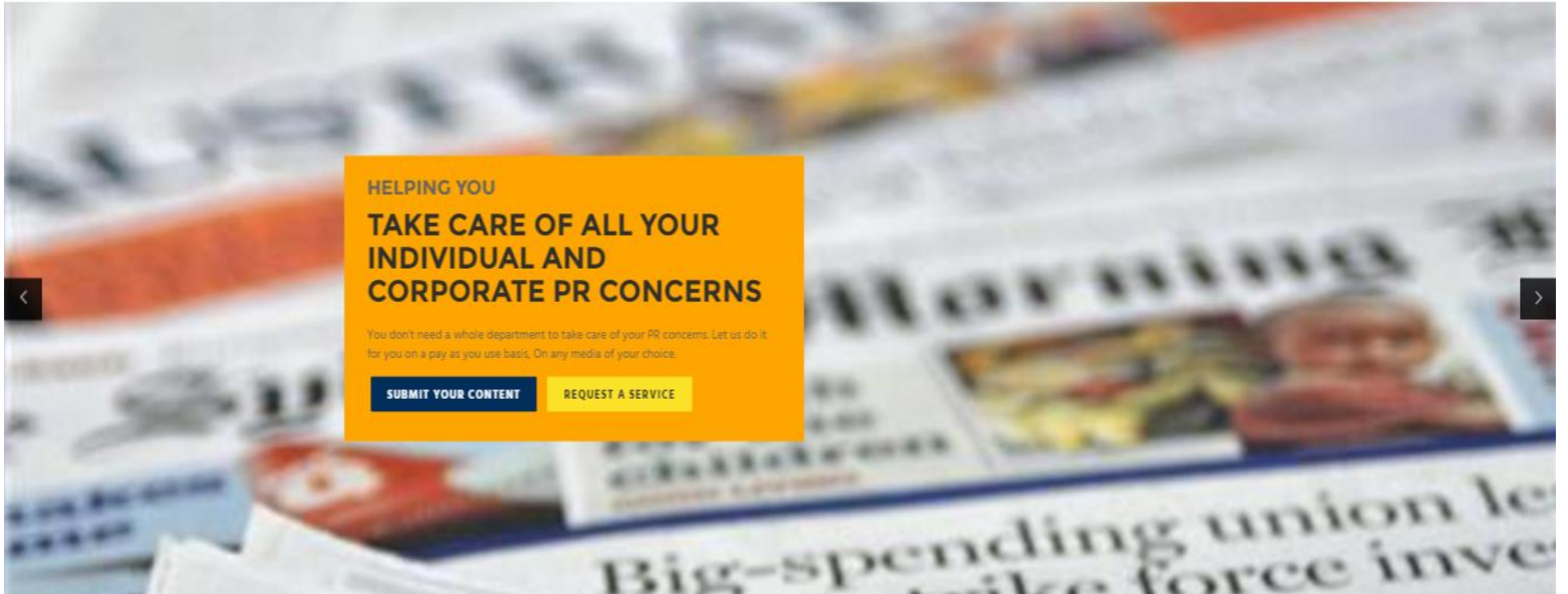


I would strongly suggest we get a phone number asap and place at the top also, similar to below....



# HOMEPAGE SLIDERS

# Present Site



**Choose From Any Of These Exciting Packages**

Slider banners to be reworked and supplied by Elan

TOP BUTTONS/CATEGORIES

# Present Site

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[Home](#)[Who We Are ▾](#)[What We Do ▾](#)[Our Works](#)[Newsroom](#)[Contact](#)

# Proposed

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[Home](#)[Products/ Services](#)[Media Desk](#)[Newsroom](#)[About](#)



# Proposed

easyPR.ng

Home

Products/ Services

Media Desk

Newsroom

About

When mouse hovers over Products/ Service, it should show in this manner, listing our services on the left and highlighting in colourful icons our most premium products/ service on the right.

The screenshot displays the 'Products/ Services' dropdown menu on the easyPR.ng website. The menu is organized into two columns. The left column lists three main service categories: 'Press Release Distribution', 'Press Release Writing', and 'Agency PReferred Program', each with a list of sub-services. The right column features four premium service tiles: 'Mass Media Visibility' (\$389 USD PNR), 'Media PRO' (\$139 USD PNR, marked as 'BEST VALUE'), 'PR Network PLUS' (\$89 USD PNR), and 'Visibility BOOST' (\$49 USD PNR). A 'SUBMIT PRESS RELEASE' button is located at the bottom of the right column. The background of the dropdown shows a blurred image of a person's arm and a 'LEARN MORE' button.

Service Category	Sub-services	Premium Product/Service	Price (USD PNR)
Press Release Distribution	Pricing & Distribution Plans Why Choose 24-7 Press Release? Where Does Your News Go? Take a Tour Editorial/Submission Guidelines	Mass Media Visibility	\$389
Press Release Writing	Writing Services	Media PRO	\$139
Agency PReferred Program	What is Agency PReferred Become an Agency PReferred Client	PR Network PLUS	\$89
		Visibility BOOST	\$49

**SUBMIT PRESS RELEASE**

# Proposed

easyPR.ng

Home

Products/ Services

Media Desk

Newsroom

About

When mouse hovers over Media Desk, it should show in this manner, emphasizing our target group for this service which should be a powerful tool in our service offering.



The screenshot displays the website's navigation bar with a red circle around the 'Media Desk' link. A blue arrow points from this link to a detailed hover menu. The menu features a dark blue header with a home icon and a search icon, and a green bar containing the following navigation items: PRODUCTS & SERVICES, NEWS RELEASES, MEDIA DESK (highlighted), PARTNERS, KNOWLEDGE BASE, and COMPANY. The main content area of the hover menu is divided into three sections. The left section, titled 'MEDIA DESK FOR JOURNALISTS, BLOGGERS & READERS', describes the service as a tool for enhanced news searching and tracking, accompanied by a 'TAKE ME THERE' button with a play icon. The middle section displays four social media icons (Twitter, LinkedIn, YouTube, and Facebook) on a green textured background. The right section, titled 'Get the stories you need with our unique Media Desk', includes a 'SIGN-UP NOW' button.

# Proposed

easyPR.ng

Home Products/ Services Media Desk Newsroom About

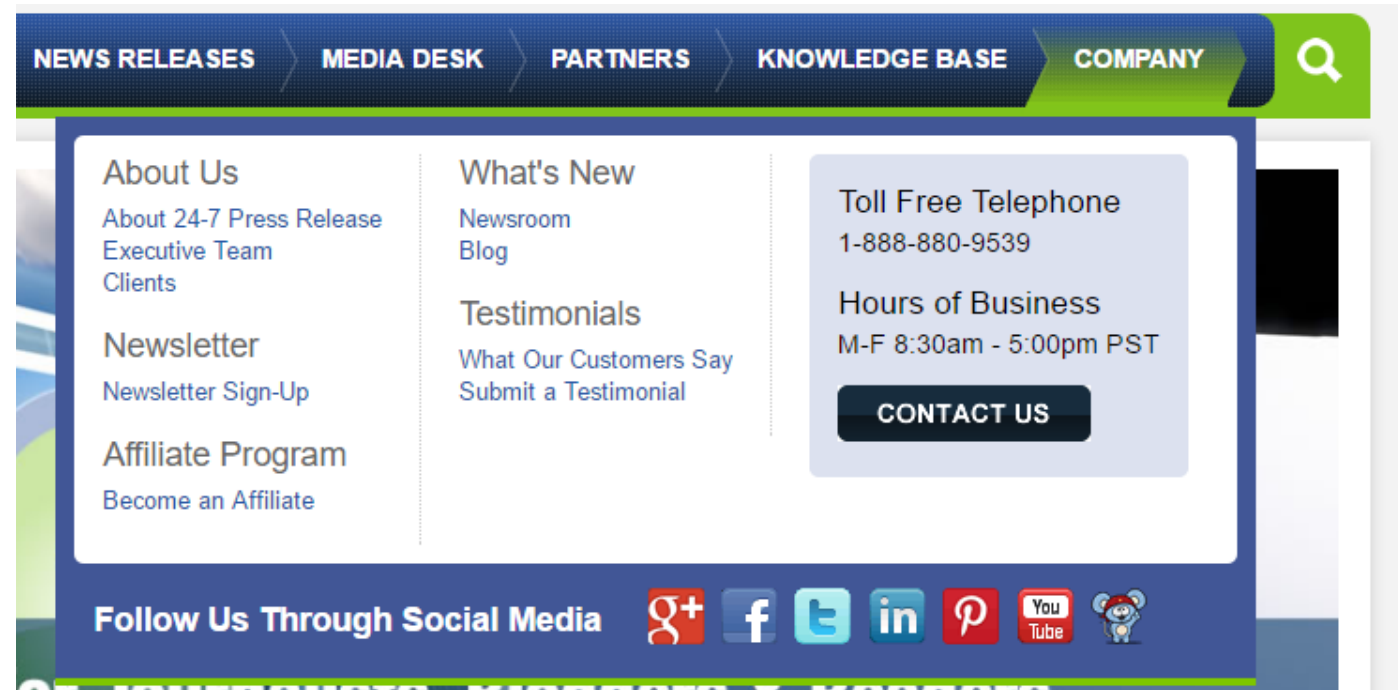
When mouse hovers over Newsroom, it should show in this manner, with exact same texts, only redesigned in our EasyPR format



# Proposed

[Home](#)[Products/ Services](#)[Media Desk](#)[Newsroom](#)[About](#)

When mouse hovers over About Us, it should show in this manner, with exact same texts, only redesigned in our EasyPR format. We will include however links to Videos and FAQ's. Please not social media icons also.





# Proposed

easyPR.ng

Home

Products/ Services

Media Desk

Newsroom

About



PRODUCTS & SERVICES

NEWS RELEASES

MEDIA DESK

PARTNERS

KNOWLEDGE

Type Keywords Here...



When mouse hovers over Search button, it should show in this manner, with exact same texts.

SERVICES (BODY)

# Present Site

## Choose From Any Of These Exciting Packages

Category: Press Release

Category: Features

Category: Photo News



### Start An Idea

Lorem ipsum dolor sit amet, sectetur adipiscing elit.  
Integer suscipit congue turpis nec finibus



### Professional Advisor

Lorem ipsum dolor sit amet, sectetur adipiscing elit.  
Integer suscipit congue turpis nec finibus



### Success on Business

Lorem ipsum dolor sit amet, sectetur adipiscing elit.  
Integer suscipit congue turpis nec finibus

# Proposed

## Choose From Any Of These Exciting Packages

Showcase all products/or services, with a learn more button include beneath each.

<div>Mass Media Visibility</div> <div><b>\$389</b> USD PNR</div> <div>BUYDETAILS</div> <div>Learn more</div>	<div>Integrated Media PRO</div> <div><b>\$139</b> USD PNR</div> <div>BUYDETAILS</div> <div>Learn more</div>	<div>PR Network PLUS</div> <div><b>\$89</b> USD PNR</div> <div>BUYDETAILS</div> <div>Learn more</div>	<div>Visibility BOOST</div> <div><b>\$49</b> USD PNR</div> <div>BUYDETAILS</div> <div>Learn more</div>
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Not Sure? Find the right Strategy for your brand



CTA (BODY)

# Present Site



**We will always help you to grow your business**

Our mission is to provide you the highest quality of service and solution

SUBMIT YOUR CONTENT

REQUEST A SERVICE

# Proposed



**We are passionate about growing your business**

Our promise...Knowledge, Professionalism, Quality, Performance

SUBMIT YOUR CONTENT

REQUEST A SERVICE

NEWSLETTER SIGN UP

Slimmer design

OUR PROMISE (BODY)

# Proposed

Same format,  
however In  
addition-

- Attract more sales and leads
- Reach more people
- Our EasyPR Promise



OTHERS(BODY)

# Present Site




**3297**  
Published content



**337**  
Media partners



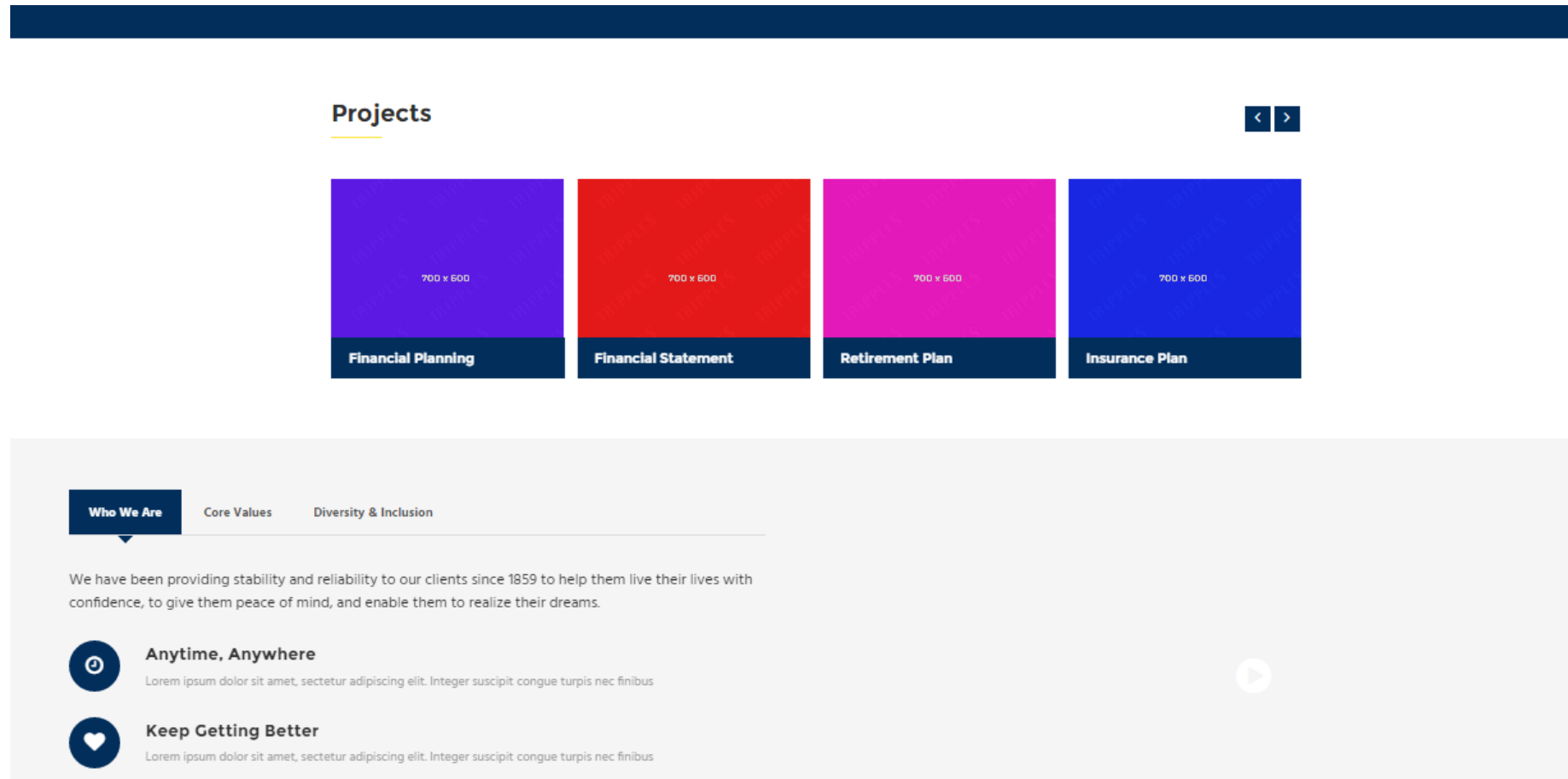
**2321**  
happy clients



**109**  
contents written \$ distributed

Suggest we take down for now till we have grown our customer base.

# Present Site



Suggest we take down both and replace 'Projects' with 'Our Clients', showcasing only their logos sliding

# Present Site

# Proposed

## GET UP TO DATE Company News

750 X 450

May 29, 2016

### Toyota Dumps Prius Inventory as Sales Collapse

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some Ut urna dui, interdum non blandit sed.

[Read More](#)

June 17, 2016

### Brexit is political crisis, not financial one: Says Analr

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some Ut urna dui, interdum non blandit sed.

[Read More](#)

June 24, 2016

### Waging America's wars using renewable energy

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some Ut urna dui, interdum non blandit sed.

[Read More](#)

## Latest News Around the World

24 hours a day, 7 days a week, 365 days a year. Find out about the latest information, news and announcements.

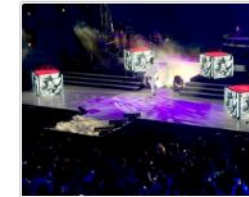
### of Maltese Misanthrope



PRESS RELEASE - SEP 19, 2016

### Hope and Life Press Announces MUSINGS AND MUTTERINGS OF A MALTESE MISANTHROPE by Melitensia Writer Rupert Grech

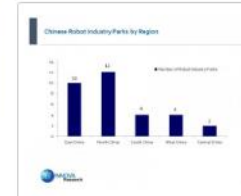
A grumpy middle-aged man moves house and gets his old record player working. Listening to cherished LP's of his youth



PRESS RELEASE - SEP 19, 2016

### Usher Debuts New Song With Live Performance Using Xylobands LED Wristbands at iHeartRadio Event

LED Wristbands were featured at an iHeartRadio 'secret event' in New York where Usher performed tracks from his new album Hard II Love. The private event added live special effects by TLC, including the LED wristbands glowing light effects



PRESS RELEASE - SEP 18, 2016

### Signs of Overheating in Robot Industry Parks in China? Reports Innova Research



PRESS RELEASE - SEP 18, 2016

### Ingenuity Meets Design: First State Manufacturing (US) and FISA (Italy) Announce Partnership

The mass transit, commercial seating industry now has a new option with the introduction of F Seating, a joint venture between two industry leaders. The new

off

This should be placed after Slide 36, and will be where we showcase news from our clients and also very interesting brand news. Opportunity for SEO



# Present Site

WE LOVE CLIENTS  
**Media Partners**

200 x 110

200 x 110

200 x 110

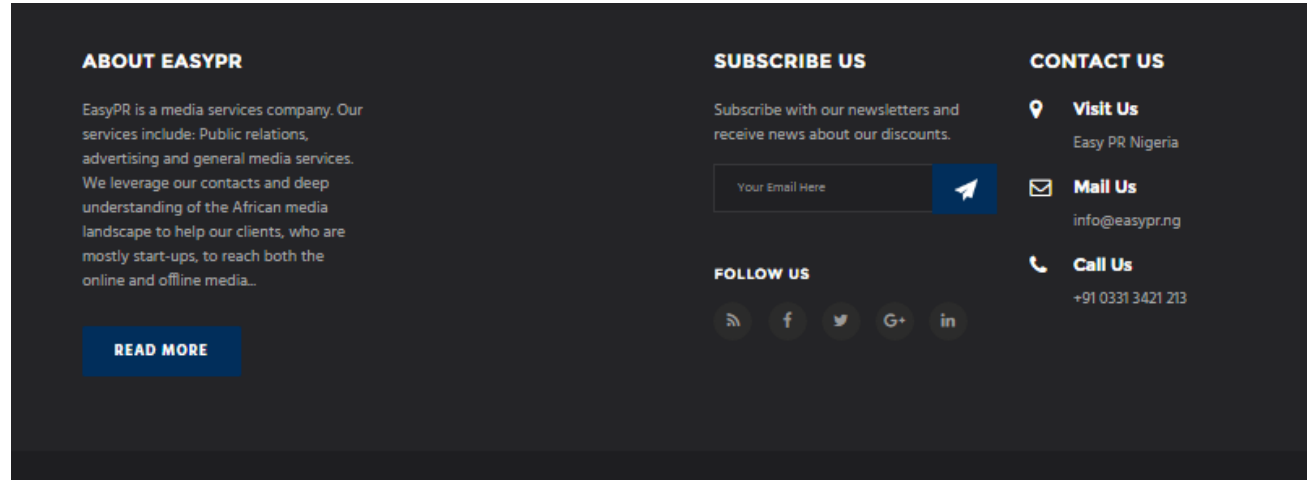
200 x 110

200 x 110

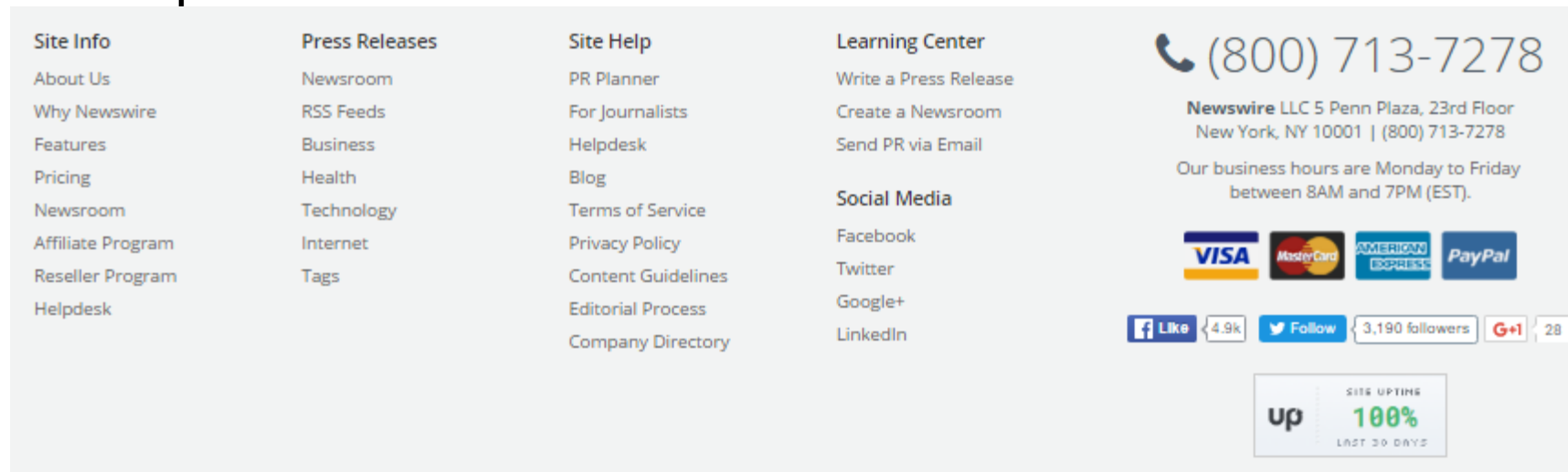
Suggest we take down completely for now. Till we have built an actual much stronger relationship with referred media

FOOTER(BODY)

# Present Site



# Proposed



Suggest we take much of the content as it pertains to our offering, but stick with this format. We have to optimize footer as it is a valuable source of engagement

easyPR.ng