ChrisAustins Website Copy & Content

Notable Changes

- Logo Text ChrisAustins PR & Marketing
- Marketing and PR for African startups that want visibility that drives growth

Hero

Hello Africa

We are ChrisAustins Marketing and PR Agency

We're a strategic agency in Africa, that can help you rock a new website, generate buzz for your brand and make some noise with your next big campaign.

Our Services

- Website Development -
- Content Development and Execution
- Social Media MANAGEMENT
- Media RElations
- Crisis Communication
- Email Marketing
- Branding
- Go to Market Strategy
- Graphic Design

PR and marketing that works — for growing businesses across Africa

What We Do Best

We don't just deliver services. We help you shape perception, build trust, and stay seen in all the right ways. Here's how we bring your story to life:

Website Development

Think of your website as your digital storefront. It's the first impression for many, and we make sure it counts. We design websites that reflect who you are, what you stand for, and what your audience needs. Every page is intentional, from the words to the way it moves. Whether you're building from scratch or refreshing what you have, we help you show up with clarity and confidence.

Content Development and Execution

Great content doesn't just fill space. It opens doors. We help you find your voice, shape your message, and bring it to life through stories that resonate. Whether it's blog posts, campaign copy, or internal communications, we create content that feels human and moves people to action.

Social Media Management

Social media should feel like a conversation, not a chore. We take the pressure off your plate and help you show up consistently with content that fits your tone, speaks to your audience, and keeps you relevant. From strategy to captions to community engagement, we manage your platforms with heart and intention.

Media Relations

You have a story worth telling. We help you get it in front of the right people. With deep media connections and a knack for timing, we pitch, place, and position your brand in spaces that build credibility and spark interest. Whether you're looking for a feature, a quote, or a spotlight, we make sure the press sees what you're about.

Crisis Communication

When things go quiet or spiral loud, we step in with calm. We help you take control of the narrative with clear, strategic communication. Whether you're dealing with a sensitive issue, a public challenge, or reputational risk, we craft the words that help you rebuild trust and move forward without panic.

Email Marketing

The inbox is a sacred space, and we treat it with care. We help you create emails that people actually want to read. From welcome series to product updates to newsletters that don't get ignored, we turn emails into moments that connect, inform, and convert.

Branding

Your brand is more than your logo or colors. It's the promise you make and the feeling you leave behind. We help you define what your brand truly is, then build everything around it—from tone to visuals to experience. When you're clear about who you are, everything else becomes easier to communicate.

Go-to-Market Strategy

A strong launch doesn't happen by luck. We help you plan, prepare, and position your brand or product for a meaningful entrance. Whether you're introducing something new or reintroducing what's evolved, we guide your messaging, audience strategy, and timing to make sure you don't just show up, you stand out.

Graphic Design

People notice what looks good, but they remember what feels right. We design with both in mind. From social posts to pitch decks to event materials, we create visuals that carry your message clearly and beautifully. Every design decision supports your brand's story.

Our Story (About Us)

We started ChrisAustin because we kept hearing the same story — "We have something good. But no one knows about it."

Small businesses, early-stage startups, and companies across Africa and other emerging markets are building incredible things. But many don't have the time, budget, or know-how to navigate marketing and PR.

We've been there — in rooms where vision was abundant but visibility was missing. That's where we come in.

We're not a big agency. We're a focused team that knows how to turn small budgets into big results. We mix street smarts with strategy, and we don't stop until your message lands where it matters.

Because if you're building something worth seeing, the world should see it.

Who We Work With

You've got the grit. The product. The ambition. Now, you need the spotlight.

We work with:

- Early-stage founders looking to launch right
- Small teams trying to do it all
- Brands ready to go from local to global

If you're doing the hard part — building — we'll do our part: making sure people care.

What We Do

PR That Starts Conversations

Media features, strategic placements, and reputation-building.

Marketing That Moves People

Campaigns, content, and strategies that speak to humans

Launches That Stick

We help you show up bold, memorable, and ready for the world.

Brand Positioning That Cuts Through

We don't guess. We dig until your message feels unmistakable.

Why It Works

We don't believe in one-size-fits-all.

We believe in listening first, then building with intention.

Every message we craft, every campaign we design, is rooted in your real story — not just what you sell, but why it matters.

Because in a world of noise, clarity is power.

Our Packages

Everything you need to shape perception, build traction, and stay seen — clearly grouped, easy to explore.

Starter: Build Your Foundation

Perfect for new brands or businesses looking to go from invisible to credible.

We create websites that feel like a natural extension of your brand — clean, fast, and built to connect.

We help you find your voice and write content that resonates, informs, and builds lasting impressions.

| 🎨 Branding

From colors to tone, we help you build a brand identity that's memorable and aligned with your mission.

For businesses ready to show up consistently and connect with their audience across multiple touchpoints.

| Social Media Management

We plan, write, post, and engage — turning your channels into platforms people actually want to follow.

| Email Marketing

We craft email campaigns that get opened, clicked, and remembered — not sent to spam or ignored.

∣ **Ø** Go-to-Market Strategy

We work with you to prepare the right messaging, audience targeting, and launch plan for success.

Visibility: Protect & Promote Your Reputation

Ideal for growing brands or established businesses that need to stay relevant — and stay in control.

| 📰 Media Relations

We connect your story with the right media outlets, helping you earn trust, awareness, and coverage.

| 🔥 Crisis Communication

We step in when things feel uncertain and craft messaging that brings clarity, calms tension, and rebuilds trust.

We support your communication with visuals that speak just as loudly as your words — clean, purposeful, and always on-brand.

Optional Add-On:

© Custom Strategy Sessions

1:1 planning and brand check-ins to align your goals with the right mix of services.