

**CONTACT US NOW TO
GROW YOUR BRAND**



SOCIAL MEDIA MANAGEMENT SERVICES



- 1 Three Social Media Platforms of your choice
- 2 Page Revamp – Minimum of 2 posts a day for 5 days a week
- 3 Content creation - Developing and curating high-quality, engaging content for social media platforms
- 4 Content Calendar Management: Planning and scheduling content in advance to ensure consistency and efficiency.
- 5 Social Media Account Optimization: Optimizing social media accounts to ensure consistency and professionalism.



- 6 Social Media Monitoring and Engagement: Monitoring social media conversations and engaging with followers to build relationships and resolve issues.
- 7 Social Media Analytics and Reporting: Keyword research; Tracking and analyzing social media metrics to measure performance and inform future strategies.
- 8 Promotional video – 60secs max
- 9 Graphic Elements development
- 10 Monthly performance Report
- 11 Social Media Advertising – **Based on Your Budget**

MONTHLY TOTAL – NEGOTIABLE



DIGITAL MARKETING SERVICES



1. Search Engine Optimization (SEO): Optimizing website content and structure to improve search engine rankings and drive organic traffic.
2. Website Design and Development: Designing and developing websites that are user-friendly, responsive, and optimized for conversions.
3. Analytics and Reporting: Tracking and analyzing digital marketing metrics to measure performance and inform future strategies.

TOTAL – NEGOTIABLE



BRAND IDENTITY MANUAL





RATIONALE

Every brand, every product, has to re-adapt to the future because from time to time the future is becoming or pointing the brand in different direction from the past.

This happens to brands, so brands have to re-adjust not to the past, but for the future. No brand wants to be a copy of yesterday, but to be a jumping point for tomorrow



RATIONALE...

The plan therefore is to commence a process that would create a renewed “The Jaiye Company”, a new face that powerfully communicates, internally and externally your vision of leadership, a positioning for changing trends; the future needs of your publics delivered today through your products, and services.



DESIGN

- ❑ **Logo Redesign** – in essence a new logo
- ❑ **Develop a Brand Manual** – details of logo usage for branding and advertising standards, including Website Landing page template.
- ❑ **Social media posts template** – Facebook, Instagram, TikTok.



LIST OF ITEMS TO BE DESIGNED

The underlisted items will be designed and presented by us to The Jaiye Company:

- Drawings and design layouts of identity/logo manifestation
- Application to collateral items, which include, but not limited to the following:
- Primary stationery
- Letterhead and continuation sheet
- Call card
- Memo format
- Envelopes
- Marketing collateral
- Promotional gifts
- Advertising standards
- Electronic style (PowerPoint, website, social media)

TOTAL – NEGOTIABLE



PUBLIC RELATIONS SERVICES



1. Media Relations: Building and maintaining relationships with media representatives to secure coverage and feature stories.
2. Crisis Communications: Developing and implementing crisis communication strategies to protect reputation and maintain stakeholder trust.
3. Reputation Management: Monitoring and managing online and offline reputation to ensure a positive brand image.
4. Press Release Distribution: Distributing press releases to media outlets, journalists, and influencers to secure coverage and feature stories.
5. Media Kit Development: Developing media kits, including press releases, fact sheets, and high-resolution images, to provide to media representatives.



ADDITIONAL PR SERVICES

1. Event Planning: Planning and executing events, including press conferences, product launches, and networking events, to build relationships and engage stakeholders.
2. Speechwriting: Writing speeches for executives and spokespeople to ensure effective communication and messaging.

TOTAL - NEGOTIABLE



Let's help you build and maintain a positive reputation, secure media coverage, establish strong online presence, drive website traffic, generate leads, increase conversions, and engage with stakeholders to drive business results.



ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.



LEADERSHIP

CHARLES ODIBO – Managing Director

Marketing Communications Practitioner with distinguished career in Journalism, Public Relations, Brand Building. He rose to the position of Deputy General Manager (DGM) in the nation's banking industry.

Pioneer Head of Corporate Affairs, Standard Trust Bank (now UBA); Pioneer Head of Marketing & Corporate Communications at Platinum Bank/Bank PHB (now Keystone Bank); and former Divisional Head of Brands & Communications at Fidelity Bank

He holds Masters Degrees in Business Administration (MBA) from Enugu State University of Technology (ESUT) and Public Relations (M.Sc) from University of Nigeria, Nsukka.

He is a product of the Harvard Business School's Executive Education Programme.



CONTACT US ON 0903 701 8345

THANK YOU

