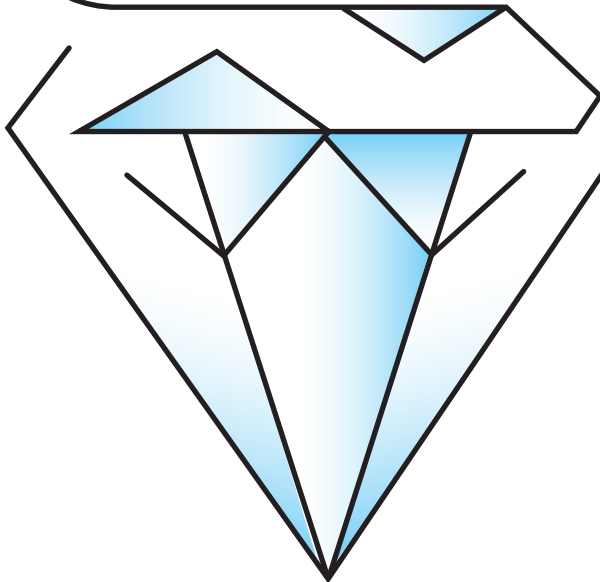


Creating value
in your business
through
effective PR



Get noticed by the right people for the right reasons

If you're looking to **sell your business** for its maximum value or **grow your company** through mergers and acquisitions, PR can help you build brand value, raise your profile and communicate your intent attracting would-be buyers or acquisition opportunities.





Before you sell your business...

As part of your pre-sale plan, a proactive PR campaign will help you to:

- **Become more visible** so potential buyers will notice your business
- **Become better-known** for what your business does well
- **Gain recognition** for your company's innovations and expertise
- **Demonstrate the value** your products/services deliver to customers
- **Create demand** for your products/services and demonstrate the future value and growth potential of your business
- Position your management team as **thought leaders** and industry experts who are trusted **and a wise investment choice.**





Growing through mergers and acquisitions

If your business growth strategy is via mergers and acquisitions, a proactive PR campaign will help you to:

- **Communicate your growth strategy**, encouraging companies that would fit well with your business to approach you
- Demonstrate that your company is **a great place to work**; attract the right calibre of staff and reassure the teams that you acquire that they're in safe hands
- **Share your values** and company culture to help attract the right team and the best-fit acquisition opportunities
- **Effect a smooth merger or acquisition** with a well-planned internal and external communications programme that explains the benefits of the transition to customers, staff and stakeholders, and engages them with the new business direction
- **Communicate the long-term impact and future direction of the business.**





How others have benefitted

“Partners helped get our message clear and considered all the different audiences concerning an acquisition. Thanks to them, the PR was a great success and we gained valuable industry kudos. It was certainly money well spent.”

The Technology Group

“The Partners team has been a key part of our growth and acquisition strategy for several years. We have examples of people contacting us about an opportunity on the back of the campaign and, over time, the ‘noise’ surrounding our business has intensified. This has gradually lifted the business into a more prominent position, which has helped us grow even faster.”

JM Glendinning Group

“Within six months of starting the PR campaign with Partners we were approached by a company that had read about Dynamic and was interested in acquiring the business.”

Dynamic Networks Group



Our services include:

PR

Strategy & planning, media relations, campaigns, community engagement

Digital

Web projects, SEO support, blogs, email marketing

Social

Strategy & planning, campaign delivery, training & support

Content

Web copy, blogs, case studies, infographics, white papers, newsletters, reports, video

Crisis

Communications planning and management

Training

Communications workshops & media training

Creative

Design & print

Pathfinder

Helping you create a focused and structured marketing communications plan

International PR

Global publicity support across five continents through our IPRTeam network partners

Contact us

Call 01904 610077

Email karen@partners-group.co.uk

