



LITU PROGRAM

Leave It To Us The full-service PR Program

Small business owners often don't have the time or resources to dedicate to the research, design and aggressive implementation of a PR campaign.

The **LITU program** – which stands for 'leave it to us' – is a full-service PR program that includes all research, campaign strategy/planning, media list creation, media release writing, media release distribution, media communication, media story tracking and reporting.

When media matters to your business – leave it to us.

Target Audience:

- Small businesses that do not have any time to learn about PR and implement a PR Program
- Small businesses looking to commit to PR for a minimum of three months
- Small businesses wanting to launch a new product or service, or wanting to commit to a long-term PR effort

Aim:

The aim of the program is to design a PR campaign for your business and implement it over a recommended 6-12 month period. Your PR consultant will meet with you to understand your business, define your goals and will recommend a program that includes target media, story concepts and other tactics such as giveaways and competitions. You then meet monthly with your consultant to review the campaign (Activity Reports are provided monthly) and discuss activities taking place in the following month. On average 1-2 media releases/story ideas are developed each month and distributed/pitched to selected, relevant media.

The Benefits:

1. You can feel confident in knowing that your consultant is continually working to gain media exposure for your business. Your consultant not only implements the planned campaign, but is also continually looking for new media opportunities that may arise for your business.
2. You are free to focus on the core aspects of your business.
3. The campaign is built from scratch for your individual business. Your consultant will spend considerable time researching your business, understanding your audience and knowing your competitors. This ensures the campaign is built for your individual needs – built for success.
4. You still have input and control over your campaign. Your consultant knows PR, but nobody knows your business like you do. Your input, approval and feedback are required before we move forward with any activities.

Why choose the LITU program?

- Some small business owners simply don't have the time required to dedicate to a PR campaign.
- No surprise costs. The LITU program operates on a retainer payment system, which provides financial confidence. The set monthly fee includes all defined PR activities and standard expenses, so you know what to expect and budget for each month.
- Most businesses know they should be engaged in a PR program, but are unsure about where to start and are concerned about costs. LITU is an affordable program for small businesses looking for new promotional options.