BEAUTY PR CLUB

WWW.BEAUTYPRCLUB.COM

ABOUT

WHY JOIN THE CLUB?

Beauty PR Club identifies brand stories, create content and strategy, boost media engagement, guarantee brand visibility establishing increased measured leads and sales.

Beauty PR Club is a Brand Exposure and Results Relations™ (RR) firm based in Kent and London. We specialise in creating and executing exciting, results-driven content, media and advertising campaigns along with retail buyer management services for our clients in the health, beauty, makeup and wellness sectors.

Founded in 2013, Beauty PR Club is packed with decades of global commercial, communications and creative expertise. This means that we can resonate and promote our clients in an authoritative, compelling and effective way whether that is creating a unique brand message, communication strategy, sales/revenue planning or ongoing influential PR personality growth which you can rely.

We do this with our unique Results Relations™ formula utilising a powerful mix of strategy, content, storytelling, sales planning, advertising and traditional PR to create compelling messaging to guarantee media exposure. Our goal is to level the playing field for SME brands in mainstream media and retail and to create a measured ROI for competitive brands.

BEAUTY PR CLUB™

SERVICES

With our fingers constantly on the pulse of all that is on-trend, our firm grasp of industry knowledge, our business development expertise, press backgrounds and the deep relationships we've built with the most influential media partners our campaigns tend to exceed expectations.

We offer a wide range of services for the things that many business owners simply do not have time to do including one-off projects such as blogs, content and newsletter writing at competitive prices. The majority of our clients opt for targeted 'Service Contracts' built to deliver results, leads and sales.

Whether you are seeking a short-term copy or long-term content management support, or one of our Success Contracts™, Beauty PR Club is here to help. With an experienced and passionate team, quality service, original ideas and valuable contacts, Beauty PR Club are able to expertly position you and your brand in your industry sector through:

- Strategy & Marketing
- Content & Copywriting
- PR & Social Media
- Retail Management

CONTENT LAYS THE FOUNDATIONS
PR PREPARES THE GROUND
MARKETING SOWS THE SEEDS
SALES HARVESTS THE CROP

LISAJANE DAVIES

PR Clubs

STRATEGY & MARKETING

We work with businesses and brands to ensure that they engage and deploy effective and strategic efforts in their own marketing, communications, advertising and public relations.

Planning to win, measuring outcomes and shifting your strategy to succeed is key when investing in your overall business, marketing and sales planning. Results Relations™ from PR Clubs® gives you the confidence and strategy to deliver effective measured campaign activities across all departments of your business.

- *Strategy*
- *Planning*
- *Delivery*
- *Metrics*
- *Measurement*
- *Market Research*
- *Analysis*
- *ROI*

Ask how one of our Results Relations Service™ Contracts could increase sales for your brand. Email hello@beautyprclub.com

CONTENT & COPYWRITING

Do you have a vision of where you want your business to go but don't have the content or creativity to go with it?

We offer the following content and copywriting services:

- *Copywriting*
- *Press Release Services*
- *Website Content*
- *Marketing Content*
- *Email Marketing*
- *Blog Writing*
- *Award Entries*
- *Brand Building Copy*
- *Launch & Re-Launch*
- *Biography Copy*
- *Ghost Writing*
- *Consulting/Strategy*
- *Campaign Writing*
- *Social*
- *Media Content & Design*

All the stuff that you just don't have time to do!

Ask how one of our Copywriting Service Contracts could increase sales for your brand.
Email copy@beautyprclub.com

PR

We create brand voices and develop brand key opinion leaders (KOL/KPI). We are informed, creative, supportive, reliable, connected and dedicated. Our hands-on approach means that we can truly understand our client's goals and the results they want to achieve; and we go over and above to create the strategy, actionable thinking and creative storytelling required to deliver them.

Our mission is to create intelligent branded communications and content that connects the media, bloggers and influencers with our client's brands and messages. Our multi-channel campaigns stimulate conversations and influence people's attitudes and purchasing behaviour. Our work is amplified through earned, paid and shared media. Choose from:

- ***Media Relations***
- ***Press Release Services***
- ***Campaign Management***
- ***Full PR Support***
- ***Retail Buyer Partnerships***
- ***Distribution***
- ***Award Entry***
- ***Brand Building***
- ***Launch & Re-Launch***
- ***Events***
- ***Press Office***
- ***Consulting***

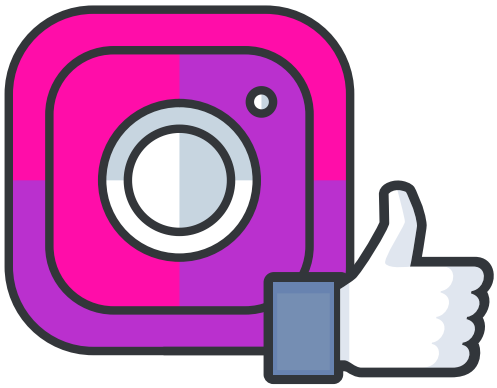
Ask how one of our Results Relations™ Service Contracts could increase sales for your brand. Email hello@beautyprclub.com

SOCIAL MEDIA

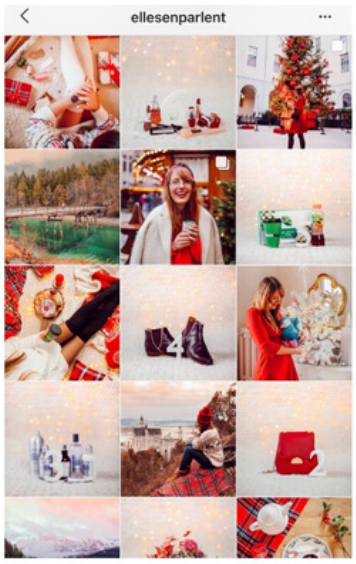
- *Strategy*
- *Planning*
- *Graphic design*
- *Scheduling*
- *Delivery*
- *Metrics*
- *Measurement*

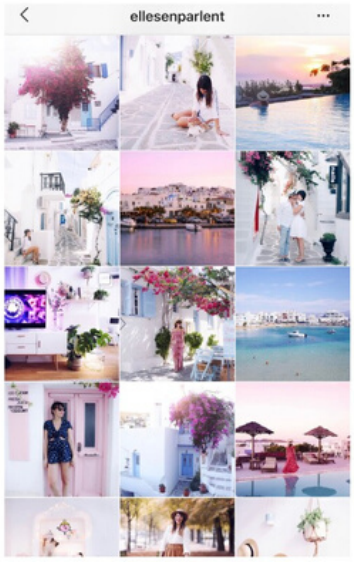
PR Clubs® have been managing social media that wins sales for our clients for over 5 years. We have over 30 years of business development and marketing expertise to add this.

We do not just post every day and hope that something will happen, we devise a social media strategy that works in tandem with your marketing and PR activities to increase brand engagement and sales. It is a winning mix of planning, engaging content and design. Results Relations™ from Social Media Management.



Ask how one of our Results Relations™ Social Media Service Contracts could increase sales for your brand. Email hello@beautyprclub.com





BRAND EXPOSURE IS ONLY GOVERNED BY CREATIVITY, CONTACTS AND CASH-FLOW.

WORK WITH US!

LISAJANE DAVIES

PR Clubs

RETAIL MANAGEMENT

STOP! BEFORE YOU BOOK ANOTHER TRADE SHOW

Be part of a globally successful buyer facilitator experience with a unique bespoke process placing brands directly in front of key buyers from major retailers.

Beauty PR Club offer the following retail management options:

- 30-minutes private meetings with leading buyers in your industry
- Pick targeted regions, countries and business partners from more than 35
- 000 contacts from all over the world
- Only decision-makers from top tier retail chains and distribution
- companies that look for new products in your category
- All arrangements and nuances of your two-days business trip are on us:
- 4-5* hotel and meals, a stand and private business area, schedule
- assistance.
- Remote representation services
- Sponsorship options.
- 1-month FREE Beauty PR

Covering UK, Europe, Dubai, USA and Asia introducing brands and professionals to industry's leading buyers and would welcome the opportunity to assist you.

Do you want to increase your High Street retail reach?

Would you like to global beauty buyers face to face?

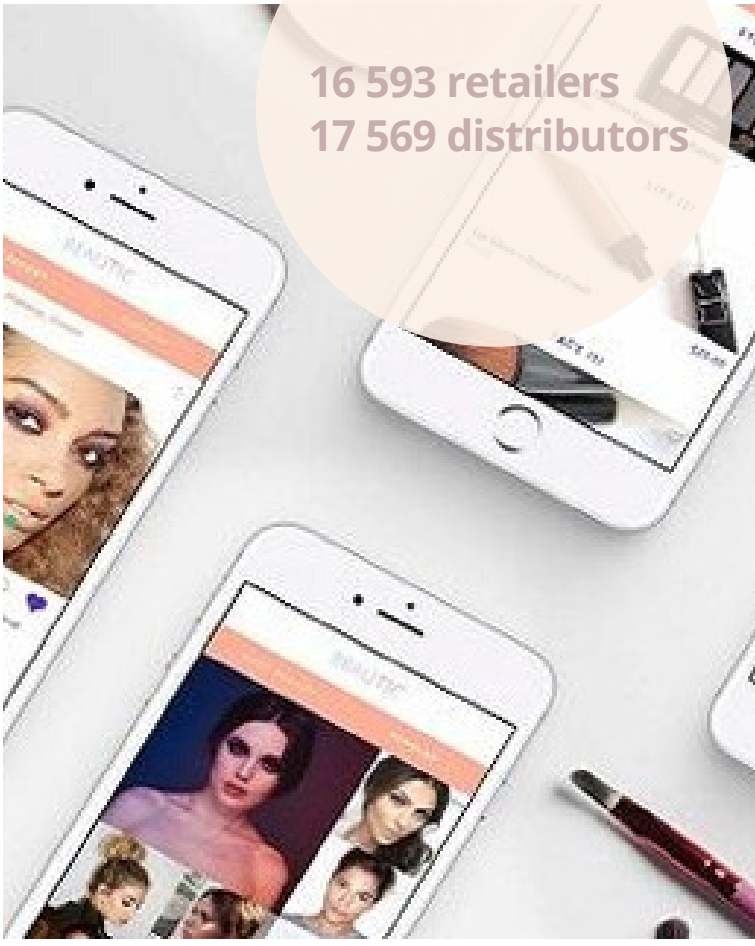
Have you been eager to launch your brand in another country but have no idea how?

Do you need a distributor?

We can help

ACCESS

16 593 retailers
17 569 distributors



Ask how one of our Retail Management Solutions could increase stockists and sales for your brand. Email retail@beautyprclub.com

JOIN THE CLUB!

BEAUTY PR CLUB™

Written by LISAJANE FAVIES
Design by BEAUTY PR CLUB

Beauty PR Club™ is able to strongly identify with any business whom we are working with, we understand what makes them tick, what drives the business to meet their goals and new customer acquisitions. We know what their touch-points are and what are the best-measured branding, communications and marketing directions for them in order to increase brand exposure and to make more sales.

Results Relations® Marketing and PR Solutions for Competitive Beauty, Grooming & Wellness Brands

CONTACT

Email: HELLO@BEAUTYPRCLUB.COM

Call: 07871 823572 | 01892 528657

SOCIAL MEDIA

@BEAUTYPRCLUB