

# Cannon PR

## Substance with Style

Public Relations | Copywriting | Social Media | Marketing

Everything you should expect from a PR consultancy  
and much more



# *“People do not buy goods and services, they buy relations, stories **and magic**”*

These aren't our words, but those of US entrepreneur and author Seth Godin. As PR professionals we are oftend asked 'What is PR?' and "What can it do for my business?"

Pound for pound, public relations is one of the most cost effective investments in your reputation. PR helps your business to communicate effectively and engage with staff, suppliers, existing clients and new customers.

## **PR is about managing reputation**

Public relations professionals forms an important bridge between your business and others.

Unlike almost every other form of marketing, PR is there to make sure people hear about your amazing achievements, but we also help you to respond to challenging situations your business may face.

## **PR is about communicating effectively**

Effective PR strategies encompass all forms of communication channels, from traditional print titles to social media, web and broadcast.

Every business has a story to tell, and a reason for telling it.

## **PR is an investment in your reputation**

PR enables you to connect, communicate and engage with others by celebrating your success, showcasing your achievements and building awareness of the work you do.

## **PR is about results**

All PR activity should reflect your business goals, and contribute towards helping you achieve them.

## **About Cannon PR**

### **Building and managing reputations is at the heart of our business.**

We benefit from significant experience in overseeing many different types of activities and have been responsible for delivering national, regional and local campaigns.

Since Cannon PR launched in 2011 we have represented some of Britain's best known brand and we continue to support the growth of a wide range of home-grown businesses throughout the Sheffield City Region.

We also frequently advise others working in the communications, marketing and creative

industries, working alongside in-house managers and departments.

We regularly collaborate with other equally knowledgeable, equally passionate communications professionals based throughout the UK and we also provide specialist white label services to support agencies without a dedicated in-house PR support team.

In short, we are trusted by our clients and respected by our peers, having built our reputation on delivering a clear, transparent service which is always firmly grounded in meeting the unique needs of those we are proud to call our clients.

# Our services:

Cannon PR's approach to public relations delivers clear, quantifiable results to help you achieve your business goals.



## Strategy

Great campaigns begin with an idea.  
Align your PR goals with your business objectives.



## Media relations

Attention grabbing, engaging and meaningful ways of building brand awareness within web, print and broadcast channels.



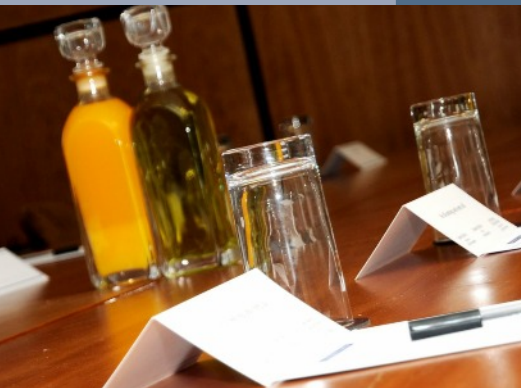
## Copywriting

Crisp, clear and compelling.  
Making your brand stand out from the crowd using the power of words.



## Crisis support

Bad news has a habit of travelling quickly.  
Calm heads at times when you need them most.



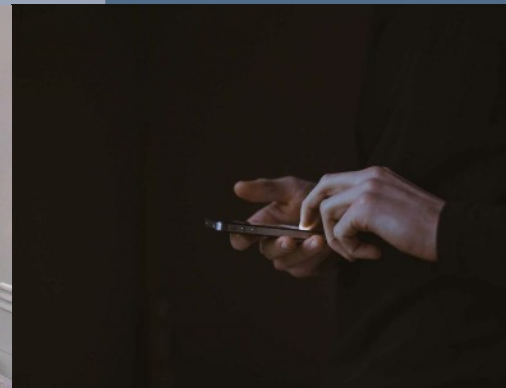
## Events

Make the most of awards, exhibitions, trade shows and consultations with our specialist event services.



## Community engagement

Connect your business with the communities it serves and the people who matter most.



## Social media

Specialist support to foster organic growth and maximise your social spend by creating a buzz about your business.

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### Ready to tell your story?

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