

Ken McEwen is one of the most experienced public relations practitioners in Aberdeen. His experience is now available to selected clients, with a personal, dedicated, hands-on approach that adds value to your organisation. To hear the benefits that a cost-effective, targeted communications strategy will bring, call now for your free, no-obligation initial consultation.



**Ken McEwen**  
PUBLIC RELATIONS

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HATCHING A  
NEW BUSINESS  
IN ABERDEEN?

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BUSINESS  
START-UP  
SUPPORT

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# DELIVERING ADDED VALUE



*Developing your business through effective communication.*

All successful start-up businesses need PR.

The start point is the corporate identity. How is the new business going to present itself to potential customers, suppliers and supporters? What are the brand values and messages we are going to project?

Then there is the launch. How are we going to announce the business? Is there a launch event?

With many years experience in business launches, I can guide you every step of the way. As someone with personal experience of building a successful business from start up, my advice and support will be both practical and wide ranging

Leaving you to concentrate on the business aspects of your plans.

We all know the importance of accurate targeting and clear communication. It is essential for your organisation understood by those who can influence your success. I start by analysing your requirements and identifying your target audiences. Then, using a blend of strategic thinking, creativity and contacts, I will make your marketing budget work harder for you.

## **PRESS RELEASES & MEDIA RELATIONS:**

Media relations services range from a single press release, through to a complete programme, as part of a comprehensive PR strategy. The aim is not just to win 'name checks' for clients. The emphasis is on effective communication of your messages, using the right medium to reach your audience.



## **WEBSITES & INTERNET**

Researchers tell us that 90% of business decision makers now research products and services on the internet. That means a good, effective website is vital to your business success. I can ensure your website projects your business in the right light, harnessing best of the "web 2.0" potential for your business.



## **CORPORATE & B2B LITERATURE**

Corporate literature, brochures, annual reports and newsletters are all traditional methods of communicating with customers, potential customers, investors, employees and other target groups. My skills and experience will ensure you communicate successfully with your audience and build on the overall communications strategy.



## **EDITING, COPYWRITING & TECHNICAL WRITING**

Make sure that the words in your brochure, advertising or websites don't just fill a space, but present a call to action! And, if you have an important business report that must make the right impression. Or a tender that must impress. I can provide the editing service to make it really shine!

