



**Could your
trade body
reach a wider
audience?**

bright thinking
shepherdPR

media coverage • video • social media • online PR • award entries



We can raise your profile in the media as well as through video, social networks and online

Would you like to raise public awareness of your trade association?

Perhaps you'd like to endorse the professional standards of members or promote yourselves as a voice of your industry? Shepherd PR has an extensive track record of connecting trade bodies with important audiences and we could do the same for you. Through long-standing relationships with highly-regarded

associations across the UK, we have gained vast experience and in-depth knowledge of their unique requirements. We understand the importance of delivering value and take care to ensure our work reflects the professionalism of both the body and its members at all times. We also appreciate that a trade association would often rather speak to influential business-related audiences than seek mass coverage.

Shepherd PR can promote your body in a positive light to support operational activity, reinforce existing work, influence opinion and enhance professional reputation. We would produce a bespoke PR plan, tailored exclusively to your requirements and designed to deliver the best possible results. **Why not get in touch to find out how we can play a key role for you?**

About Shepherd PR

We have been in business for 16 successful years and directly employ nine people at our head office in Ashbourne, Derbyshire.

The business was founded by Account Director Jane Shepherd, who has since attracted and retained a wide range of clients

from a variety of sectors. A former newspaper journalist, she is an expert in content marketing – bringing together news, social media and video content for maximum impact – and specialises in trade association PR. The editorial team has a combined total of more than 50 years in journalism and wide-ranging experience of the PR world with the knowledge, experience and contacts to get your message

across and ensure it reaches all the right places. Shepherd PR video experts produce high-quality films and podcasts to present a visual message that makes an impact. A dedicated digital team creates an added dimension by bringing news, views, comments and video together and optimising it across online channels.

What can Shepherd PR do for your trade body?

Our work includes press releases, videos, award entry support, annual reports and sustainability consultancy through to digital content and photography.



Media coverage

Relevant news stories, comment on topical issues affecting your industry and contributions to wider features – we can help get your message across in just the right manner.

We can also play a key role for members through articles promoting their standards of professionalism.

The bedrock of our business is news and the experienced former journalists at Shepherd PR knows what makes TV, radio, newspapers and magazines tick.

We'll take you through the process, from planning to publication – we'll be there to help you get your news and views noticed.



Social media

There's a good deal of hype surrounding the value of social media for businesses or indeed trade organisations, but the truth is it works.

It does need to be tailored to the individual needs of a specific body and based on timely, quality content that's both appropriate and relevant.

We first started work in the field of social media back in 2008 – making us one of the first PR companies to move into this area.

Such a track record means we can provide two major benefits – a true understanding of what works, based on real-world experience, and a focus on results that matter.



Video

Creative video is an innovative way to raise the profile of your trade association or that of its members.

Current trade body clients have used our eye-catching and professionally-made films to highlight a variety of issues affecting their industry.

Films are also an ideal way to showcase exemplary projects to a wider audience, but they do need to look and sound good and our in-house experts have the knowledge and expertise, together with the top-notch equipment, to deliver unique videos that will present your trade association in the best possible light.



Award entries

Trade bodies enter awards for a variety of reasons, but often because being successful brings its own rewards.

Winning a prize, from the industry itself or even from a wider sphere, is a worthy acknowledgement that you're doing things well.

Shepherd PR has produced more than 40 successful entries for our clients in national and regional awards, earning them valuable recognition along the way.

From writing and collating information to presenting it in the most attractive way, we'll take care of your entry process from start to finish.



The client relationship...


Here at Shepherd PR, we like to think of our clients as partners, so we take care to look after their investment very carefully.

We like to get an accurate picture of their requirements and then keep them fully informed both of the work we're doing and the results we're achieving. An initial meeting with leading members of your trade body – and any other representatives you'd like to invite – would help us to develop an understanding of what you and your partners would like to gain from the process.

We could then develop a bespoke, strategic plan designed to deliver key messages with a strong, focused and targeted campaign. It could involve just press releases and perhaps photography or it might comprise of a more integrated initiative including video, social media and even award entries. We'd follow up with a media stock-take to match your most important market sectors with the various publications in each to ensure your message hits the right spots. We'd also prepare a schedule

which maps out our intended activity in a clear and concise format. We suggest regular conferences to ensure we stay up-to-date with the latest developments and we'd provide regular evaluation reports showing the 'audience reach' of your PR activity and the return on your investment. On an operational basis, we would produce regular PR schedules, operate a press cuttings service and produce regular reports.


The Stats...



500% Return On Investment for our trade association clients

£1m PLUS in value of media coverage for trade body clients in 2015 alone

1,000s of views for our trade association videos

90% 

of our business comes from word-of-mouth recommendations

40%+ 

growth in clients' social media channels year-on-year

Ready to deliver

There are not always enough hours in the day but Shepherd PR gets to know your organisation quickly and can deliver in some or all of these areas with minimal demand on your own time and resources. We can...

Develop a complete communications strategy	✓
Research and define the best media for you to be seen in	✓
Organise media and broadcast coverage	✓
Write press releases for consumer, trade or technical audiences	✓
Make your website the centre of attention with newsfeeds and other content drawing in and informing visitors	✓
Provide specialist features that set you out as leaders in your sector	✓
Script, film and edit video	✓
Design, build and populate YouTube, Twitter and other digital channels	✓
Provide high impact videos to open conferences and other events	✓
Create meaningful content for social media channels	✓
Support you with media training	✓
Help with Search Engine Optimisation (SEO)	✓
Organise photo shoots	✓
Produce White Papers and other research-based material	✓
Help with brochure and website copy	✓
Produce award entries on your behalf and promote your own awards event	✓

Proud to work with...








Record of success is an illustration of value

More than 90 per cent of our business comes from word-of-mouth recommendations and we've achieved some exceptional results for our clients. Our team has produced thousands of articles of positive

press coverage, secured more than 40 awards for our clients and created videos seen by thousands of viewers. But there's no need to take our word for it – read about what other trade bodies say about working with Shepherd PR...



Working with Shepherd PR has resulted in a cultural shift within the Property Care Association. The team has helped us understand the need for first-rate promotions and public relations and has delivered this time and again. Their willingness to invest effort to understand us and the challenges we face in our business has been invaluable.

Couple this with an attention to detail, patience, expertise and a bit of hand-holding and the result has been effective, well targeted and very successful PR.

Shepherd PR have become part of our operation and are very pleased to have them on board."

Steve Hodgson, Chief Executive, Property Care Association



We first commissioned Shepherd PR to support a short-life project.

In the first year they secured a Return on Investment of 1,200%, making a huge impact on our external profile, and the second year reported an even higher figure. Such outstanding results encouraged us to extend our relationship with the company and the team has delivered again this year. Shepherd PR has raised the profile of the BPCA to an unprecedented level.

By promoting our professional standards and that of our members, we have become the 'go-to' association for the media which has, in turn, helped to develop both our brand and reputation.

I would thoroughly recommend Shepherd for your PR and marketing campaign and we will continue to work with them in the future."

Simon Forrester, Chief Executive, British Pest Control Association



We value the work that Shepherd PR has done with us.

We appreciate the preparation that Jane puts in and her searching questions to ensure a story or project is focused and targeted at the right audience.

We have had such positive feedback from a range of people about the video Shepherd PR produced on our work.

Jane knows what our priority areas are so she is able to give us opportunities to express our views that we otherwise wouldn't be aware of.

The Shepherd PR team helped us get up to speed in social media very quickly – we find our twitter feed so useful in getting our messages out.

Dr Laura Cohen MBE, Chief Executive, British Ceramic Confederation



We have worked alongside Shepherd PR for many years and throughout the partnership, we've experienced nothing less than excellent professional service on all of the PR initiatives undertaken.

Working alongside Shepherd PR has helped to sustain the relevance and awareness of our Association not only to the consumer, but to members of our trade sector.

I have no reservations in recommending Shepherd PR to other Associations/Federations. Rest assured, you will be in very safe hands!

Neil Ogilvie, Chief Executive, Painting and Decorating Association



Contact Us

We're happy to discuss the needs of your trade association, whether you're new to PR, social media and video or whether you already understand how it can deliver results. We look forward to hearing from you.

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