

## **PUBLIC RELATIONS BACK ON THE MENU FOR BUSINESSES**

### **SPICE LAUNCHES RANGE OF BUSINESS PR PACKAGES FOR SMES**

*"If I was down to my last dollar, I'd spend it on public relations."* Bill Gates

Business confidence is once again on the rise, and public relations budgets are moving back onto the priority list.

Auckland-based business PR consultancy, spice communications group, is making the most of this renewed enthusiasm for PR, by launching a new range of business PR packages, aimed specifically at small to medium enterprises (SMEs).

"Whenever business confidence falls, as it did from 2009, it seems that marketing and PR budgets fall alongside it. However, businesses are now realising that this reduction in spend, rather than saving them money is actually costing them significantly in terms of lost sales and opportunities", says Jackie Ellis, managing partner at spice communications group.

"To succeed, businesses need to stay front of mind with their customers. One of the most effective ways of doing this is through a professional PR and communications programme. However, when talking to businesses, we found that while many understood the value of PR, they also thought it was only for large organisations with big budgets.

"We thought, 'Xero does it with accounting services; website developers have done it for years, so why shouldn't the PR industry be able to package up its services to make it easier for any SME business to dip their toe in the water, knowing up-front exactly what their monthly cost will be and what they will receive?'.

"What we have done at spice, is create a range of affordable business PR packages which offer different levels of PR support and resource.

"The immediate success of our business package offer, with two clients signing up on the first day of launch, is proof that there is a gap in the market. Spice is perfectly positioned to provide SMEs with what they want".

spice communications group offers three different PR packages for businesses – the **ACTION PR** starter package, the **BUILD PR** package and **BOOST PR** – a short term project based package designed to create buzz around an exciting business opportunity or event.

"Public relations can be an incredibly valuable and cost effective marketing tool, and it doesn't have to cost the earth", says Jackie.

“Our clients benefit from our years of experience and expertise, and we also provide them with mentoring and training, to allow their staff to upskill and take on some of the PR activity themselves, if they wish. With our new PR business packages, now any business can benefit from professional public relations and communications”.

Spice is also taking advantage of the demographics of the PR workforce, providing senior PR practitioners with a desirable work life balance.

Jackie says: “The majority of PR practitioners are female; many of them leave the workforce to have family and then cannot find suitable employment opportunities that afford them the ability to balance their family life with fulfilling part time work.

“We provide the perfect solution, offering a carefully selected team of experienced PR associates the opportunity to work at a senior level, with flexible working hours and location. As the saying goes, ‘If you want a job done right, then give it to a busy woman’.

ENDS

Spice communications group was founded in 2003 and specialises in public relations and corporate communications services for businesses and listed companies. More information on the business PR packages offered by spice communications group can be found at [www.spice.co.nz](http://www.spice.co.nz).

For more information, contact Jackie Ellis, spice communications group tel: 09 360 8500 or email [jackie@spice.co.nz](mailto:jackie@spice.co.nz)

