

LOTUS MENU OF SERVICES

PUBLIC RELATIONS

Strategy and product development
Press release / newsletter writing and distribution
Press trip management and hosting
Crisis and issues consultancy, strategy creation and management
Press conference management and organisation
Creation and management of media events and press conferences
Press office function

CONSUMER AND TRADE MARKETING

Creation and execution of trade and consumer promotions
Trade and consumer workshop organisation and management
Product training
Creation and implementation of brand promotions
Market/competitor analysis
Creation and management of industry events
Hosting of educational familiarisation trips
Execution of coop marketing campaigns

DIGITAL

Content creation and management
Social media strategy and fulfillment
Blogger events and relations
Blogger trip management and hosting
Social media and digital monitoring, measuring and analysis

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