

# 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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