

startup
communication

The PR agency
for Startups.

Who we are

We think differently

Startup Communication is a PR agency for startups and companies that want to follow new paths. Together, we want to create something new and be your partner for long-term success.

We work with full commitment on developing new creative ideas for your brand, bringing attention to your brand and increasing your turnover by raising your public profile. We understand your expectations, wishes and goals. That is why we flexibly adapt our strategy to your company's goals and budget.

PR is our profession, the social web our home. Mixed with creative ideas and strategic concepts, we transform public relations into a new dimension.

Purposeful. Innovative. Different.

„Startups are bubbling over with exciting ideas, the motivation of creating something new, something of their own, and strive to be successful in it. This energy is thrilling and creates unlimited creativity. I find that very inspiring. That is why I founded Startup Communication. To enthuse the world with new things.“

Carina Wilhelm, founder



Conducting the interplay of media

Strategic communication is not only about writing press releases. Communication is much more. We live in an exciting era, in which PR has arrived in the digital world. We create a harmonious interaction by press relations, online communication and social media.

As digital natives we don't simply interact with the internet, we live there. And we know that it offers us unlimited possibilities to give brands a character and establish them. The times of standardized measures are over – and that is a good thing. With individual concepts we reach exactly the target group which is relevant for your business.

**Let us tell stories together.
About your business, your ideas and visions.**

On paper and around the digital bonfire.

#welovestartups

**How
we
are**

What we do

Our services at a glance

- Public Relations
- Social Media
- Corporate Blog
- Workshops & Coachings
- Editorial work on SEO content
- Editorial work on information content
- Graphics and content for Social Media

Easy collaboration

We want to convince you with our services and prove that we are the optimal partner for you. In order to achieve the best results for your startup, while you remain flexibility, there are different types of collaboration:

Monthly Retainer

Project basis

Startup package

Public Relations

Kick-off Workshop

- Development of the PR and brand strategy
- Derivation of PR goals from your company goals, definition of KPIs
- Definition of KPIs, target groups and target media
- Presentation of corresponding measures and campaigns

Presskit

- Company profile and founding story
- Product overview and differentiation from competitors
- Fact sheet and story ideas

PR measures

- Writing press releases, interviews and guest articles
- Conception and organization of PR events
- Cooperation management, consultation for media planning
- Individual creation of a distribution list and submission of press releases
- Positioning of products and corporate issues
- Personal contact with relevant media
- Organise meetings and interviews with journalists
- Interview trainings

The image shows the letters 'PR' in a large, bold, white, sans-serif font. The letters are positioned on the right side of the page, set against a solid magenta background. The 'P' and 'R' are closely spaced and appear to be part of a larger graphic or logo.

Social Media

Social Media and Corporate Blog

Social-Media-Management and Influencer Relations

- Consulting and choice of relevant social media channels
- Set-up of channels and corresponding tools
- Content conception for company-owned social media channels
- Research and creation of suitable content
- Distribution and placement of own content on the company-owned social media channels
- Ads: management of advertisement within customer's predefined budget
- Fan and follower monitoring and management
- Consulting and choice of adequate influencers
- Communication and negotiation with influencers

Corporate Blog

- Development of a content marketing strategy
- Content conception for the corporate blog
- Editorial work on search engine optimized texts including relevant keywords, editorial work on e-books, studies and whitepapers
- Publishing of blog posts and distribution of further content as well as creation of the newsletter

Workshops & Coachings

PR-Training

During the PR training you learn what the advantages of PR are, how you filter out suitable content and how you successfully work together with journalists. We offer individually tailored group or individual trainings based on your PR manager's level of knowledge.

Contents

Principles of PR	Suitable topics, storytelling
Goals and KPIs	Press releases
Target groups and target media	Addressing of journalists
USP and messages	Media monitoring and reporting

Social-Media-Training

During the social media training we show you how to develop a successful social media strategy for your startup. You learn which channels are suitable, how to present yourself on social media and thus how to support your sales forces.

Contents

Principles of social media	Suitable content
Goals and target groups	Creating a community
Selection of channels	Tools and monitoring

Workshops

Content

Erstellung von Medieninhalten

Editorial Work on SEO texts

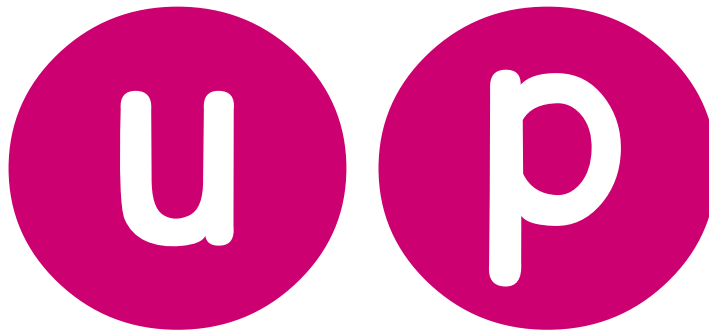
- Research of keywords and meta keywords
- Development of a content structure
- Coordination of keywords and topic structure with the customer
- Editorial work on texts with ca. 450 words including the relevant keywords
- Editorial work on headlines, subheadlines and text blocks

Editorial Work on information texts

- Creation of a correlated text and topic structure
- Coordination of the topic structure with the customer
- Editorial work on texts considering the character limit and layout, e.g. for brochures, customer magazines or product packaging
- Editorial work on e-books, studies and other content specials

Graphics and videos

- Creation of graphics, images and GIFs for social media
- Production of short comic-style explainer videos
- Organization of photo shoots and video shoots with our partners



Startup Communication

Zentnerstraße 33
80798 Munich
Germany

Let's talk about your startup:

Phone: 089/120219260

Mail: willkommen@startup-communication.de

Web: startup-communication.de

Like, tweet & connect:

twitter.com/_StartupCom_

facebook.com/startupcommunicationmunich

instagram.com/startupcommunication