

Effective communication at the service of your success

- Communication and marketing consultancy.
- Content creation and writing: for digital media (websites, blogs, social networks) or offline material; stories; presentations; plans, proposals, partnerships, sponsorships, etc. Ghostwriting for any kind of text content, creative or technical (after field study research).
- Media management strategies and consultancy.
- Press office management (plans settings, search and management of specialised freelancers for ad hoc actions)
- Promotional strategies consultancy. Contests, competitions, press tours, media partnerships, co-marketing.
- Public Relations strategies and plans: Customers engagement, sponsors/partners, internal staff, institution, providers, stakeholders, other publics.
- Communication, promotion, PR Training. Facilitating and/or coaching for internal staff or management (one to one or group training)
- Other training on specific communication, management or marketing needs.

Approach

Independent thinking, dynamicity, focus, flexibility, creations of ad hoc strategies and actions, paired with informal, professional and creative style, characterise the glocalPR approach, making it suitable both for start-ups clients with no experience willing to begin a communication activity and for clients who already communicate but would like to have new creative and efficient energies and honest, reliable, target-oriented professionals. Our core belief is that if you grow with our help you make us grow too, we want to grow... You?

Effective communication

The approach to communication and training is organic, closely linked to who you are and how you operate. We work together to make you connect and interact with your audiences.

The aim is to obtain the best possible results, both in the case of strategic intervention and for operational actions, consultancy or training.

We take the time to understand your brand and business and find together the most effective promotional media, channels and tools mix to reach and engage your audience both online and offline (e.g. specialized press).

From consulting, to strategy to implementation, we find an answer for your brand.

Content creation

How about creating and emphasizing your unique brand identity?

We give you a clear and engaging, empathic and interactive voice. We create content that increases the value of what you offer and arouses interaction, involvement.

We stimulate the interest of your potential customers or other aimed public towards your service or product.

Then we lead to action to take advantage of your brand and offer.

Who "passes by" your media (site, blog, social profiles) must find something convincing, credible, entertaining, stimulating.

We create and emphasize your strengths, you won't go unnoticed.

We find the voice of your brand together, a unique way to tell stories and create conversations with customers, suppliers, partners, staff and audiences of all kinds.

We focus on a tool, an audience to reach, a channel or we adopt an integrated and total communication strategy.

Everything is possible.

Training

The moment we are going through has made clear that change and crisis need training to be transformed into opportunities. We also all understand that we can communicate, work remotely and learn remotely.

There are the means: Zoom, StreamYard to name a couple.

Do you want to manage one or all aspects of your communication and presence in your market? Train with us.

Do you want to have it managed by a person of your staff? Form it with us.

Do you need group training? Contact us for a chat.

We are available to talk about any need, without obligation on your side. It's good to ask with no expected follow-up.

The proven experience of many years of training in effective communication, media relations, interpersonal communication, promotion, digital and social media management, makes glocalPR a useful partner to navigate an uncertain future but still full of opportunities. The world is complex, stand out with us.

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