



## 360 PR announce Free PR Day support service for Australian Businesses

In response to the changing needs of businesses due to COVID-19, Sydney's boutique PR and communications agency 360 PR has today launched their new monthly 'Free PR Day' support service. Created to assist Australian brands, services and expert influencers, the first 20 businesses to register for the complimentary support service will receive a one-off, obligation-free 30 minute strategy session with PR experts on how to leverage current PR opportunities, adapt current strategies and start planning beyond COVID-19. Lisa Solomons, Founder & Director of 360 PR says, "Over the past month we have seen the world of PR and influencer engagement change once again. Brands, particularly with online stores and services, have the ability to stay relevant and deliver results. It all comes down to how you pivot your strategy and adapt to the changing at-home needs of media and influencers." Free PR Day is open to all sizes of businesses, big and small, or even start-ups who have an innovative solution or new service to offer Australian businesses or families during this time and beyond. Each strategy session will include: Review of current status and key challenges faced How your brand/expertise solves a problem and making it relevant at present Determine key messages to maximise awareness by acknowledging COVID-19 Important channels to play now based on target audience and changed consumer behaviours Content ideas brainstorm Actionable steps to take immediately "How do we know PR can work at a time like this you may ask? We have the proof. We have seen one of our longest standing Australian beauty brands featured across the online channels of the major networks and beauty websites, Instagram stories of key influencers and social pages with links to buy. This has resulted in a significant increase in sales with product lines now out of stock both online and in major retailers," says Lisa. Free PR Day Date: Thursday, 7 May 2020 Time: By appointment – available to first 20 applicants only Location: Zoom meeting – details to be provided on confirmation How to register: Submit your brief via our website – first in best dressed! "We want to do our bit to help give back, so what better way than do what we do best and offer our services, tips and advice to as many Australian businesses as we can. If it helps to keep a business afloat and people employed, it's time well spent for us," adds Lisa. [www.360pr.com.au](http://www.360pr.com.au) For further information, to register or speak with Lisa Solomons from 360 PR, please contact: Rachel King – [rachel@360pr.com.au](mailto:rachel@360pr.com.au) or 0423 833 814

### Contacts

Rachel King  
9571 4448  
[mailto:](mailto:rachel@360pr.com.au)