



Ceris Burns International

Marketing for the cleaning industry

call us now on +44 1825 714329
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European Press Relations



...for the cleaning industry

Press relations often becomes part of the marketing manager's or general manager's remit. Unfortunately, unless you have been trained in PR, it's not that easy to get results. In short, if you want to guarantee valuable coverage, you need PR professionals.

Our European press relations service let's you delegate your PR responsibility to cleaning industry PR specialists to achieve maximum media coverage and enjoy peace of mind. We provide a flexible low risk solution with no need for long term commitment. Projects are tailored to suit your needs from a one off press release to long term multi-country campaigns.

As we come from the cleaning industry you will also benefit from our extensive cleaning industry network and media contacts. You might also be pleased to know that we promise a highly professional service, so your reputation will be safe with us and you won't waste time correcting our work either!

“Ceris maintains good contact without being obtrusive, and consequently never misses an appropriate publicity opportunity for her clients. Always a pleasure to deal with.”

by Neil Nixon, editor
Cleaning & Maintenance Magazine

If you would like to discuss how we can help, call us now on 01825 714329 or email info@cbimarketing.com

How you will benefit

Flexible low risk solution

Delegate your PR remit to experienced cleaning industry PR specialists without a long term commitment.

- Gain maximum media coverage and have peace of mind
- Invest only when you need to
- Benefit from our cleaning industry network/media contacts throughout Europe.

Founder Ceris Burns is a Liveryman of the cleaning industry Livery Company the Worshipful Company of Environmental Cleaners.

Control your budget and choose your support level

Choose from one-off press releases or on-going campaigns targeting one or more countries.

- Invest in what you need when you need it

Save time improve synergy

Experienced cleaning industry PR professionals will get to grips with your products and services quickly in one or more countries.

- You can continue with other responsibilities
- Brief just one agency for all European countries

Save even more time, enjoy peace of mind

We promise to deliver 'precise and polished' high quality editorial tailored to your market.

- No spelling mistakes
- No grammatical errors
- Copy issued in target country language
- Editorial deadlines met
- Highly professional presentation

Transparency & Confidence

Your personal account manager will keep your project on track and keep you informed.

- All account managers are experienced professionals qualified to postgraduate level
- Founder Ceris Burns is a Chartered Marketer and member of the Chartered Institute of Marketing (CIM).
- All CIM members work in line with the institute's code of professional conduct which means they are honest, legally compliant and up to date.

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