



IMPROVE YOUR ORGANISATION'S REPUTATION,
BUILD RELATIONSHIPS AND REACH YOUR AUDIENCE.

HOW CAN BLACK VANILLA HELP YOU?

From crisis and internal communications to podcasts and webinars, take a look at how we can help you overcome some of the challenges we're all currently facing and increase your visibility in the market.



PR is the process of maintaining good relations between an organisation and its audience or target market. PR can enhance your business's reputation, help drive sales and create a buzz.



Carefully written content for print and online media can help you reach and influence your target audience; build brand awareness, spark dialogue, help SEO and support social media activity.



Upskill, stay relevant and increase your in-house capacity. From media training to copywriting and social media workshops, we offer bespoke in-house training as well as public courses.



Whether you're looking to stand out from competitors, say thank you to staff or deepen your relationship with your customers, events play a vital role in today's marketplace.



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CREATIVE CONTENT

In a world of digital communication, there are many good reasons why written and visual content sit at the heart of an effective marketing and communications strategy.

Creative content can be the driving force behind your marketing campaigns: telling your stories, sharing information or expertise, celebrating successes and tapping into the news agenda to keep your business visible.

Good content marketing keeps pace with the changing world around us, sharing insights and identifying solutions to issues affecting those you want to influence the most.

Unique, high-quality and authentic content will help your business to cut through the noise, connecting you directly to your target audience in an impactful and meaningful way.

Encouraging brand engagement, driving leads and sales, setting you apart from the competition and boosting your SEO are just some of the benefits that compelling content marketing will bring to your business.

There's no one-size-fits-all approach; for creative content to be successful, it needs to be tailored to meet the individual needs of the business, and importantly, speak to your target audiences.

We call it brand journalism.

Black Vanilla has the expertise and skill to make your content shine and share your story. We're adept at working with our clients to craft compelling communication that speaks most effectively to customers and audiences, whatever their preferred channel.

Copywriting

- Blogs
- Articles for print or online
- Newsletters, marketing materials, advertorials
- Website content

Social media

- Social media posts
- Graphics and animations

Film and audio

- Films
- Podcasts





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WEBINARS

Podcasts and webinars are a low-cost and accessible way to educate, inform, entertain and put a human face to your business, allowing you to share your expertise and industry knowledge, to announce new services or to present research and thought leadership.

Don't make the mistake of thinking webinars and podcasts are just for large businesses. With 'in-person' events off the agenda for the foreseeable future, they are an opportunity for businesses of any size to connect, engage and communicate with clients, customers and colleagues in real time.

Webinars, like any business seminar or networking event, allow organisations to connect and communicate with colleagues, clients and customers in real time.

Like all good events, webinars give your audience the opportunity to ask questions and interact with presenters via instant polls, giving you immediate market research to better understand your audience and the challenges they are facing; and allowing you to change the direction of the podcast if necessary.

Live social media updates from the webinar are a way to further engage with your existing audience and attract a wider audience.

The real-time element of your webinar is your first hit. Extend its shelf-life by recording it and making it available on-demand on your website, extending the visit time, or repackage it to create new marketing content which can be distributed to an even wider audience, making your webinar even more cost-effective.

They are an effective way to reach new audiences as they deliver data capture and potential for follow-up emails.

Digital communication technology now plays a large part in our working lives, bringing people together in different jurisdictions in a way that is accessible to all and environmentally friendly.



How Black Vanilla can help

Planning and Preparation

- Briefing call to discuss topics and speakers
- Advice regarding the format of the webinar: keynote speaker, panel session, fireside chat, polls, Q&A and presentation slides
- Collating materials required such as speaker biographies, headshots, logos
- Drafting copy about the webinar topic and format
- Advice on promoting the webinar

Set up

- Use of Black Vanilla's Zoom webinar platform
- Set up of the webinar on the platform including branding, speaker information, live streaming options etc.
- Set up of polls and other additional presentation assets

Speaker Briefing

- We will provide your speakers with a how-to guide on the webinar platform and respond to any of their questions before the event

Management of the Webinar

- We will act as the host for the webinar
- Before broadcasting, we will hold a rehearsal and testing with your speaker(s)
- We will be on hand throughout the webinar to assist speakers if required, manage polls and moderate questions (or we can co-host this aspect with members of your marketing team)


Maximisation of the Webinar

- We will work with you on follow-up/feedback emails post-webinar, including to those who registered but did not attend
- Editing and packaging of content for distribution post-webinar either in audio or video format and for upload to your website and social media channels

Social Media and Editorial Support

- The Black Vanilla media relations and social media team can assist in marketing the webinar through email marketing, social media posts and media release(s) to complement your existing marketing strategy





Think Big: Series and Summits

The virtual nature of these events means you can think big.

Consider a series of webinars, linking the content under a single theme. In our experience, scheduling a webinar or podcast to take place at the same time each week or twice a month allows your audience to diarise it into their calendar and you will build a community.

Organisations can take this one step further with a webinar summit. This is a virtual conference with the content spread over a number of days or a week with a mix of webinars and podcasts - live and pre-recorded - in varying formats supported by papers, articles and features.

The beauty of a webinar is that you can have speakers located in multiple locations, bringing different perspectives together and giving the whole event a broader appeal.

If you are a multi-jurisdictional business, holding an event in this way means you can save on travel, time, venue hire, AV production and catering, leaving you more budget to create post-event content.





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GY BUSINESS DIARY

Are you planning a webinar or an online training course and concerned it might conflict with another event in the corporate calendar?

With all physical events currently on-hold due to the coronavirus, we've noticed a huge increase in the number of 'virtual' events and training sessions being delivered online.

We know it's still just as important to find dates that don't clash with your competitors or other key business events here in Guernsey, that's why we're here to help...

Introducing the GY Business Diary.

How it works

The concept's simple, just email us at hello@black-vanilla.gg and we'll let you know if another event is already listed for that date and time.

Once your event is confirmed, we'll add it to the calendar, along with booking details and/or contact information.

If it's a private event, don't worry, we can mark it as invite-only.

Who is it for?

GY Business Diary is designed for any professionals working within PR, events, marketing or business development and organising events here in the Bailiwick.

Next Steps

If you're ready to go, send your event details to hello@black-vanilla.gg.

If it looks like your event will conflict with another one that we have listed, we will let you know before we post it. And, if you'd prefer to talk it through, feel free to call us on 01481 729 229.





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PODCASTS

Podcasts allow individuals and organisations to connect and communicate with clients and customers with a mixture of opinion, interviews and expert content.

Podcasts are a useful digital medium to communicate complex information whilst building up an ongoing relationship with the audience.

Thanks to affordable technology, podcasts are a low-cost way to educate, inform and entertain and the ability to access a podcast on demand makes them an attractive and popular way to reach wider audiences.


Podcasts allow you to meet the very specific needs of your audience and can be sustained over a long period of time, bringing in other expert voices to build endorsement of your brand.

Digital communication technology now plays a large part in our working lives, bringing people together across different jurisdictions in a way that is both accessible to all and environmentally friendly.

Our podcast package includes the platform which captures download data, analytics and listening behaviour which will help you develop the content and format of your podcast.

Podcasts can play a unique role in a company's digital marketing strategy but require careful planning and the right expertise.





How Black Vanilla can help

Set up

- A one-hour meeting to discuss the concept and content strategy for the podcast
- Subscription for one year and set up of podcast platform
- Provision of intro, transition and outro music
- Production of a voiceover or 'jingle' should this be required
- Production of artwork, following your brand guidelines
- Microphone provision to ensure high sound quality recording

Management of the Podcast

Speaker Briefing

- Provision of a how-to guide on the podcast platform; how to record the podcast and respond to any questions before the event

Recording

- Black Vanilla will act as the host for the podcast recording
- Before recording, we will hold a rehearsal and testing with your guest(s)
- Black Vanilla will be on hand throughout the podcast recording to assist speakers if required

Production

- Editing of the podcast: noise removal, editing out mistakes and pauses, voice enhancement, adding in intro, transition and outro music
- Upload to the podcast platform and in turn to iTunes, Spotify, Google Podcasts
- Embedding podcast onto client website
- Link to podcast for use on social media

Social Media and Editorial Support

The Black Vanilla media relations and social media team can assist in marketing the webinar through:

- Email marketing
- Social media management
- Targeted media relations activity to promote the podcast and hosts
- Digital marketing





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TRAINING WORKSHOPS

We believe that every employee can play a part in building an organisation's reputation and profile. Black Vanilla helps CEOs become effective spokespeople, staff become social media savvy and HR teams improve their internal communications tools.

Black Vanilla shares its communications expertise through training and capacity-building workshops. We believe that by giving organisations the right tools and training, they can increase their in-house communications capacity and make a bigger impact on their customers and stakeholders.

What to expect from Black Vanilla

We have a number of off-the-shelf courses that we offer in-house for clients or run as public workshops. All of our training options can be adapted to an organisation's specific needs, and we can also develop bespoke training solutions.

We start by understanding the unique needs of each client and advise on the best approach to building skills. We match all of our training with reference manuals and tools such as social media planning calendars or strategy templates. Our training options include:

- Media training for corporate spokespeople
- LinkedIn training and lunchtime refresher courses
- B2C social media training including Facebook, Twitter and LinkedIn
- Social media strategy and content planning workshops
- Social media and cybersecurity awareness training
- Copywriting for online audiences
- Crisis management training and simulation exercises





CRISIS COMMUNICATIONS

Crisis communications are an essential part of crisis management, which is the process by which an organisation deals with a sudden emergency situation.

How you respond to a crisis will be scrutinised as much as the issue itself. Handling things badly will compound the fallout, increasing the impact on your reputation and your organisation's ability to recover.

During a crisis, fast, responsive and transparent communication is crucial. People need to know:

- What has happened
- Why it happened
- What the organisation is doing to respond
- How they might be affected
- What their role is in overcoming the crisis

Having a pre-prepared crisis communications plan will help an organisation to issue statements, handle media enquiries and stay on top of social media comments swiftly and efficiently.

A robust crisis communications strategy also relies on good internal communications. Employees are key drivers of your reputation and are, effectively, on the 'front line'. Their actions, what they say and how they behave will have a significant impact on how your stakeholders and customers perceive the business.

The role of the corporate spokesperson is also critical to recovery. Media training will help to prepare business leaders to face the spotlight.



How Black Vanilla can help

Strategy and Planning

- Risk mapping and scoring
- Scenario planning, crisis triggers and escalators
- Stakeholder and audience mapping
- Key message development
- Tactics and implementation planning
- Drafting statements
- Social media strategy

Media Training

Our media training workshops help to prepare spokespeople for print, digital, radio or television interviews.

During the session we tackle the media agenda, how to prepare for an interview, controlling the interview and the specifics of television and radio. Our practice sessions are filmed for instant feedback and we work with a journalist for the most realistic interview experience possible.

Media training can be one-to-one or in small groups.

We also offer crisis management training and simulation exercises. Black Vanilla uniquely partners with a leading digital media and social media simulation platform which gives an unparalleled 'real-life' experience.

Crisis Communications Resources

- Live crisis communications management
- Media relations and press office
- Social media monitoring and management
- Copywriting statements, speeches, press releases and blogs
- Key message development

Issue Management

Crisis communications are not the same as issues management, which is the process of preventing a problem from becoming a crisis. Black Vanilla can advise on different strategies to help mitigate an issue.





INTERNAL COMMUNICATIONS

Internal communications are a strategic management function; strategies are planned and implemented to support specific business objectives.

Internal communications can:

- Help to retain staff
- Help your staff to understand the mission - working more effectively towards strategic business goals
- Support organisational change
- Create staff advocacy which helps to build corporate reputation

Our strategic internal comms framework



How Black Vanilla can help

Outsourcing Solutions

- Planning - annual or specific campaigns
- Campaign implementation:
 - Copywriting
 - Digital tactics including podcasts and webinars
 - Design and print
 - Events
- Measurement & reporting
- Promotional items

Strategy Workshop

- Objective setting
- Audience & channel development
- Gap analysis
- Key message development
- Campaign tactics
- Measurement strategy
- Plan-on-a-page

Resourcing

- Copywriting - blogs, newsletters
- Digital tactics, including podcasts and webinars
- Print & design
- Events, webinars
- Social media
- Promotional items

We can also work with business leaders on key message delivery and media training.





IMPROVE YOUR ORGANISATION'S REPUTATION,
BUILD RELATIONSHIPS AND REACH YOUR AUDIENCE.

Clear communication is fundamental to interaction, transaction, relationship-building and problem-solving. We believe that tailored and authentic messages can build relationships, drive action and create change.

Black Vanilla helps brands to tell their story, share their message and build their reputation. The organisations we work with have something important to say and something new to share. We give them a voice and a platform to create meaningful connections with their customers, supporters and communities.

The results? Our clients get noticed, they develop credibility and grow their impact and income.

If you have something to tell the world, please get in touch;



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