

BABEL

HELPING STARTUPS TO HARNESS
THE POWER OF COMMUNICATIONS



BABEL IS THE COMMUNICATIONS AGENCY FOR BRANDS WITHIN THE DIGITAL ECONOMY.

BOOST YOUR START-UP COMMUNICATIONS AND MARKETING



We understand that nobody really buys technology. What they buy is a solution to a need.

It's this understanding that drives our campaigns. We interpret the complexities of technology and create engaging stories – from the strategies and tactics we define, to the content we produce, and the interest we initiate with our clients' target audiences. All with the goal of driving business results.

We're intelligent storytellers.

We understand, we create, we deliver.



For start-ups and scale-ups, cutting through noise can be hard. You want to reach the right audiences quickly and effectively to drive growth.

AT BABEL WE WORK WITH YOU TO:

- Understand your business
- Identify the audience, story and PR themes that matter
- Explain it with engaging content
- Take that story to market via wide reaching media and social exposure

We work with our start-up clients to give their big ideas the 'boost' they need, be that in the UK or across the globe.

OUR START-UP 'BABEL BOOST' PACKAGE INCLUDES:

- Development of messaging and value proposition
- Target audience persona creation
- Identification of PR themes and talking points
- Identification of relevant media targets
- A launch press release created, pitched and distributed to media

From this core offering, you can 'bolt-on' services as required, such as social strategy and community management, media training, product reviews, interview tours, or speaker programmes.



BABEL

TAKE THE NEXT STEP

BABEL

Technology Explained

Breaking boundaries in communication
across global markets for start-ups,
market challengers and major brands

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As your business grows, Babel's 'Next Steps' monthly retainer service allows companies to expand their media presence and build their brand over a sustained period, by creating on-going bespoke campaigns which combine a mixture of communications services to solve your business challenges.

At Babel, we provide an honest view of what it will take to establish a foothold and build a position in the market for a new business. Then we design the communications strategy, the core content and the tactical elements needed to achieve this, mixed with the creativity that elevates truly successful new companies.

TO FIND OUT MORE, OR BOOK A FREE ONE-HOUR CONSULTATION CONTACT US:

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