

Basic Information

Region (Check Region):

Anglia, Thames and Chiltern

Category:

29. Small PR Consultancy of the Year

Entry Information

Entrant company name:

Rev PR Ltd

Entry title:

Small but mighty!

Entry

Number of employees and annual fee income:

7
£359k

Business objectives and analysis of performance against budget over the last two years:

In early 2020 we invested in a business coach to propel the business forwards. Covid hit but we stayed firm to our commitments and adapted our service to support clients and as many prospects as possible. After March 2020 we made it our mission to support franchise businesses to survive and even grow through the pandemic. Our belief that only by supporting one another and working together could we all come out the other side. This approach has resulted in growth way above target and a reputation as ethical, passionate, go-to leaders in our sector.

Objectives included:

- Turnover y/e 2020 of £283k
- Turnover y/e 2021 of £429k
- Employ 2 new publicists
- 12 clients as at end of 2020
- 21 clients as at end of 2021
- Work with a franchise brand in 9 identified verticals by end of 2020.

Results:

- Successfully retained all existing clients through all lockdowns
- 17 new clients since March 20

- 29 clients as at 1st June 2021
- Monthly income increased by 72%
- 20/21 turnover £359,000
- 40% operating profit margin
- Now working with multiple brands in 8 out of 9 verticals
- Employed two new publicists and one senior comms manager
- Implemented bonus scheme, work-from-home support and mental health check-ins for team.

New service – 2019/20 saw the development of a ‘grand opening’ PR package for new franchise businesses to launch. We are now confirmed as exclusive supplier to two brands for their franchise networks. New business owners can purchase the 60-day launch package via our dedicated page: <https://revpr.co.uk/businesslaunch/>

- Set up cost to Rev PR of £300
- 18 packages purchased to date
- £19k income generated to date
- Additional £38.5k projected income for 2021.

A wider business objective was to educate our sector on PR being more than media relations - we developed a version of the PESO model to share with franchisors to help their understanding of a rounded PR campaign for franchise recruitment.

A brief overview of business / team strategy:

Sally Anne Butters and Lucy Archer launched Rev PR in 2015. Together, we’ve worked in franchising and PR for 30+ years. We recognised a market gap for a dedicated agency that truly understands franchising.

We’re passionate about our culture; living and breathing it, not just paying it lip-service. We were once part of a business where a single ego dominated the company’s public face. Now, we proudly operate as TeamRev and we’re fanatical about empowering our staff. To help them feel valued and appreciated, team members take ownership of and report their own PR coverage and engage with clients daily. Our mantra: none of us is as strong as all of us.

Due to Covid, some of us have never even met in person! We’re so proud that we’ve built such a strong team and maintained our culture throughout it all.

Our strategy is two-fold – to be both educators and exceptional service providers. We’ve never done paid advertising to our target audiences. Our clients come purely from earned, owned and shared PR:

- Speaking at events run by the British Franchise Association and other relevant associations
 - Entering awards to showcase our expertise across our PR and franchising disciplines
 - Writing guest editorials for trade press
 - Producing blogs designed to: educate, provide value and/or entertain
 - Sharing client wins on social media to showcase their success
 - Rev PR training workshops.
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A summary of commitment to CPD and professionalism:

Members of CIPR, PRCA and British Franchise Association. Regularly attend industry events/seminars. Keep franchise industry knowledge relevant and up to date via annual conference, forums and specialist learning days. Our Director, Lucy Archer, is a Qualified Franchise Professional with the British Franchise Association.

Team CPD programme includes KPI dashboards with targets relating to client results and professional development. A traffic light system identifies areas for upskilling, extra time and resource. We put aside time every Friday for professional development and each month is linked to certain gaps in knowledge. Director sits with staff weekly to review progress.

A summary of recent outstanding achievements, including client list growth / retention:

16% of existing clients joined us on day one
24% have been with us since 2016
100% client retention rate 2020-2021 on retainer packages

Shortlisted as a Finalist in the 2021 CIPR Excellence Awards for Outstanding Small Consultancy. Rev PR won Best Franchise Supplier in 2019, Silver Outstanding Small Consultancy at our regional CIPR DARE awards and Best PR and Marketing Business in the national Best Business Women Awards.

Ongoing education of clients and prospects! We challenge the thinking around outdated KPIs like AVE, demonstrating a more integrated reporting approach on outcomes that more effectively reflect wider marketing and sales objectives.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Client example: Business coaching franchise, ActionCOACH. January - December 2020

Brief & Budget: A 12-month campaign to:

- Raise awareness of franchise concept with prospects
- Increase franchise enquiries
- Increase traffic to franchise website
- Support the conversion of high-quality prospects

Client retainer of £30,000 for the year.

Strategy: Franchise media directly reaches potential business owners and encourages investment in the brand. B2B coverage showcases the success and impact of existing franchisees. All gives confidence to potential investors and supports positive conversations during due diligence.

Tactics: Secure a 50:50 mix of franchise and B2B coverage to reach potential franchisees and showcase brand success. Highlight the recession-proof nature of the franchise in a global pandemic through franchisee success stories. Set franchisor as expert through thought leadership and advice guides in the franchise press. Set franchise network as local experts through commentary, advice and thought leadership in local and regional B2B media.

Outputs & Outcomes in 2020:

- 1,490 franchise enquiries in 2020 up 20% on 2019
- 23 franchisees signed in 2020 up 27% on 2019
- £1,587,000 generated in franchisee sign-up income for 2020
- 72 pieces of coverage in target media up 60% on 2019
- 46% franchise messages & 54% B2B messages
- Coverage tone: 100% positive
- Social media shares of coverage up 40% on 2019
- Estimated online coverage views of 333,000 – 28% increase on 2019
- 84.5million reach of online readership for the 12-month campaign – 1,820% increase on 2019
- 2,700 visitors to the main franchise page from coverage
- Client retained for duration of 2021.

“The work of Rev PR consistently supports our franchise recruitment process and has a direct impact on the conversion of prospects. Rev PR really understand our vision, mission and culture and portray this in every piece of work they produce for us. We really appreciate the Team Rev culture and find working together a pleasure! Team Rev are the best!” Laura Thorburn, Marketing Director, ActionCOACH UK

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided
