

LYRICAL LAVA

PR

MARKETING PROPOSAL

STRATEGIC COMMUNICATION
PR/ COMMUNICATION TRAINING
MARKETING PROJECT MANAGEMENT

DATE:
AUGUST 2025

About Us

LYRICAL LAVA

PR

Lyrical Lava Public Relations (LLPR®) is a Barbados-based strategic communication and public relations consultancy serving corporate, government, and NGO clients across the Caribbean and internationally.

We specialise in aligning communication with business objectives, building stakeholder trust and delivering results that protect and grow reputations in competitive and high-stakes environments.

LLPR is pleased to submit this business overview for your consideration in retaining our services.



Core Services

STRATEGIC COMMUNICATION & PR ADVISORY

Develop integrated multi-channel marketing communication strategies that align with business objectives, including:

SOCIAL MEDIA MANAGEMENT

Account Set-Up	Content Development	Analytics & Reporting
Podcasts/ Videos	Contests	Advertisements

BRAND MANAGEMENT

Logo Creation	Guidelines Production	3D Items
Collateral Creation	Sign Installation	Vendor Management

MEDIA RELATIONS

News Articles	Media Alerts/Pitches	Speeches
Footage Dissemination	Interview Scheduling	Spokesperson Services

CORPORATE PUBLICATIONS

Annual Reports	Brochures/ Pamphlets	Magazines
Newsletters/ Emails	Presentations	Websites

EVENTS

Seminars/ Webinars	Functions	Board meetings
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MARKET RESEARCH

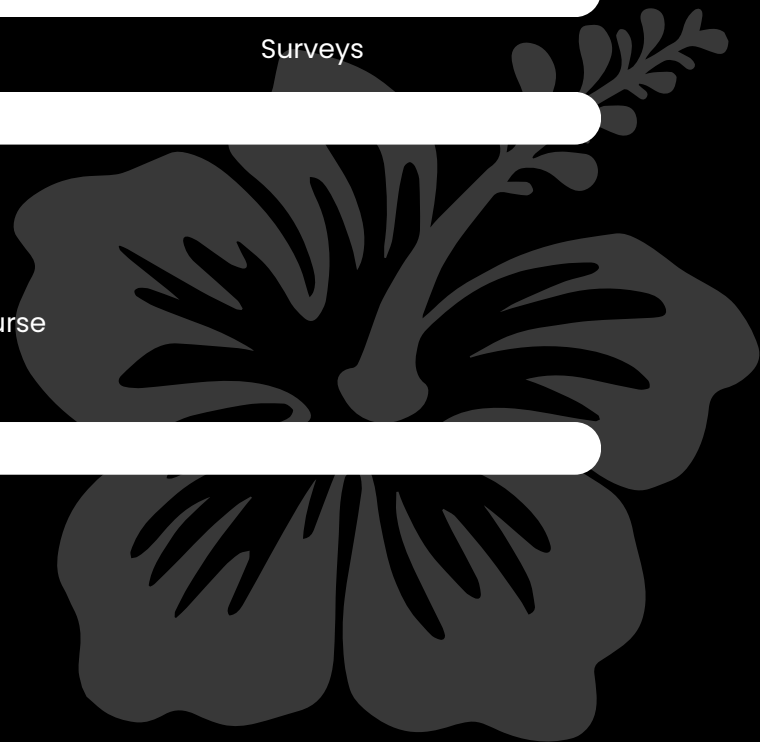
Focus Groups	Interviews	Surveys
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COMMUNICATION TRAINING

- Master Class in Crisis Communication
- Crisis Communication Workbook
- Customer Service Skills Training
- Strategic & Internal Communication Course
- Media Training

PROJECT MANAGEMENT

- Website & Email Migration
- Mobile App Development



Engagement Options

HOW WE WORK

We offer flexible engagement models designed to meet your organisation's unique communication needs and deliver measurable value.

RETAINER

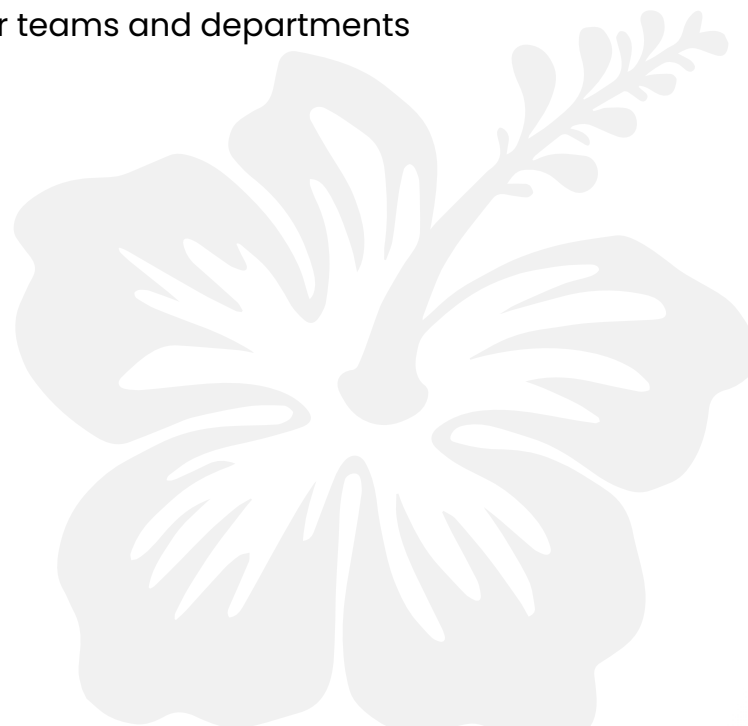
- Ongoing advisory and execution support for strategic communication, PR, and marketing initiatives
- Consistent access to LLPR's expertise, tools, and resources with predictable monthly investment

PROJECT-BASED

- Fixed-scope, time-bound engagements such as campaigns, launches, research or in-person training delivery
- Tailored solutions with defined deliverables, timelines, and outcomes

TRAINING PACKAGES

- Access to the LLPR courses, master class or training programmes for any number of persons in your team
- Flexible group pricing available for teams and departments



Contact Us

LYRICAL LAVA

PR

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