

# PETALS INFO LINKS

BN: 3439387



## CORPORATE PROFILE

🌐 [www.petalsinfolinks.com](http://www.petalsinfolinks.com)

✉ [petalsinfolinks@gmail.com](mailto:petalsinfolinks@gmail.com)

✉ [mail@petalsinfolinks.com](mailto:mail@petalsinfolinks.com)

📍 B15, Investment Housing Estate, Dukku Road,  
Gombe, Gombe State.

**MEDIA**

**CONSULTANCY**

**ACADEMY**

# EXECUTIVE SUMMARY

There is an obvious dearth in information and communications management and sensible utilization of digital resources in Nigeria. In view of the opportunities availed through emerging technologies in all spheres of life, optimal performance across all sectors must rely on cutting-edge strategies to gauge brand performance, achieve strategic communication, manage and sustain reputation. The digital space is rapidly changing the narrative of media coverage and practice across the world in what has now evolved as the New Media. [Petals Info Links](#) is registered and licensed to operate as a corporate entity dealing in Media, Information & Communications and sundry Services. It is to serve as a tool for shaping public opinion, presenting factual information and advancing all aspects of communications, generally. As a Media, Consultancy and Education/Documentation service enterprise, [Petals Info Links](#), having identified the dearth in information and communications management and sensible utilization of digital resources in Nigeria, is now determined to positively change the narrative in information and communications and to advance the course of digital journalism/broadcasting. Our Media platform is expected to be a strong, reliable and credible voice in the sector. We

## OUR SERVICES

### PETALS NEWS

- Digital Journalism/Online Broadcasting.
- Information and Communications.
- Media Services.

### PETALS CONSULTANCY

- Public Relations/Strategic Communications.
- Digital Marketing:
  - Promotion
  - Branding
  - Image Building
- Mobilization/Campaigns.
- Events Management, Logistics & Protocol Services.

### PETALS ACADEMY

- Education and Trainings.
- Capacity Building Programmes.
- Content Development/Professional Drafting.
- Research and Documentation.



**MEDIA**

**CONSULTANCY**

**ACADEMY**

# WHY US

- We have developed a unique and efficient user friendly website which has an unlimited reach through which our users interact with us, subscribe and share stories with others via direct links to our official social media handles. Every publication on the website immediately reflects on all social media platforms. We simultaneously target our audience through the Social Media and our website by creating rich and valuable unique content. We also attract visitors through guest blogging and partnership with other online and mainstream media organisations. We still interact with our audience using mobile apps (Android/IOS), email marketing, push notifications etc. We equally have the capacity to create audio (podcasts) and video (vlogs) versions of our content and upload them on other platforms like YouTube, in order to reach a wider audience. At Petals Info Links, we market you just the way you want it, but even better.



## TEAM

Our team comprises of young, industrious, skilled, dynamic, visionary, innovative, talented and creative individuals poised to tackle the challenges of the moment. They are under direct supervision and advisory of a pool of distinguished world-class experts drawn from across relevant but reputable institutions and media organisations of global standing.

**MEDIA**

**CONSULTANCY**

**ACADEMY**

**USMAN NURAINI MUHAMMAD**

Chief Executive Officer/Team Leader

**UMAR FARUK KAWUWA**

Senior Executive Officer (General Administration & Finance)

**MUHAMMAD GULANI**

Senior Executive Officer (Marketing & Operations)

**LAWAL ISIAKA OLAITAN**

Systems Analyst

Managing Editor

**MUSA KALIM GAMBO**

Lead Editor

**YUSUFU MUSA**

Editors:

**MUHAMMAD AUWAL IBRAHIM**

**ADAMU USMAN GARKO**



## FINANCE

We maintain a corporate account with Zenith Bank PLC. Details provided hereunder:

Account Name: **PETALS INFO LINKS**

Account Number: **1217787092**

Bank: **ZENITH BANK PLC**

**USMAN NURAINI MUHAMMAD**

CEO/Team Leader

**MEDIA**

**CONSULTANCY**

**ACADEMY**