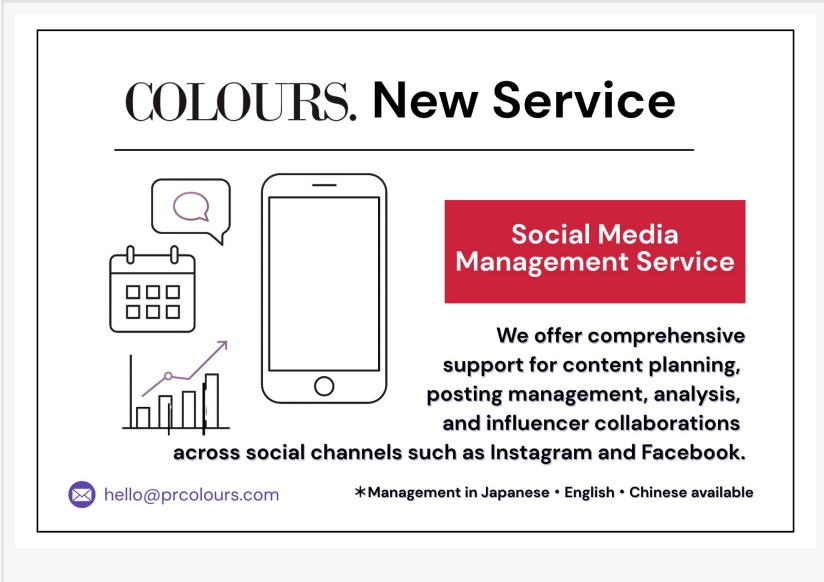


# COLOURS. Ltd Launches Social Media Management with Multilingual Support to Boost Companies' Social Media Impact in Japan

*Strategic and Creative Social Media Solutions Backed by PR Expertise*

TOKYO, JAPAN, May 14, 2025

/EINPresswire.com/ -- [COLOURS.](https://www.colours.com) Ltd, a multilingual PR and creative communications agency based in Tokyo, has launched a new Social Media Management Service to support both domestic and international brands seeking to build or strengthen their presence in the Japanese market. "Many global brands struggle to connect with Japanese audiences due to language and cultural nuances. Our new service is designed to bridge that gap through localized content, multilingual support, and strategic influencer collaborations," said a spokesperson from the COLOURS. team.



The graphic is a promotional card for COLOURS. New Service. It features a white background with a thin black border. At the top, the text "COLOURS. New Service" is written in a bold, black, sans-serif font. Below this, there are three icons: a speech bubble, a calendar, and a bar chart with an upward arrow. To the right of these icons is a smartphone icon. Further right, there is a red rectangular box with the text "Social Media Management Service" in white. Below this box, there is a paragraph of text: "We offer comprehensive support for content planning, posting management, analysis, and influencer collaborations across social channels such as Instagram and Facebook." At the bottom left, there is an email icon followed by the text "hello@prcolours.com". At the bottom right, there is a small asterisk followed by the text "\*Management in Japanese • English • Chinese available".

**COLOURS. New Service**

**Social Media Management Service**

We offer comprehensive support for content planning, posting management, analysis, and influencer collaborations across social channels such as Instagram and Facebook.

hello@prcolours.com

\*Management in Japanese • English • Chinese available

## Social Media Management Services Overview:

COLOURS. Ltd's new packages combine digital creativity, PR know-how, and cultural insight to drive engagement and brand growth. Services are available in Japanese, English, and Chinese, making them accessible for global brands. Influencer marketing plays a key role in the offering, with access to an established network of micro and macro influencers across Japan and overseas. The company has already supported prominent clients such as Choose Chicago (Chicago Tourism Board), Rosewood Hotels, Oakwood, and Time Out Market with successful PR and digital engagement campaigns tailored to the Japanese market.

## Service Plans:

□ Basic: Custom strategy, 4–6 monthly posts (visuals provided by client), and analytics reports

- Standard: Visual creation, post scheduling, and engagement support
- Premium: Full content production and up to two influencer collaborations per month

#### Core Features Across All Plans:

- Multilingual (Japanese□English□Chinese) content creation
- Brand-aligned strategy and content calendar
- Optimized captions and hashtag research
- Performance reporting and data insights

Professional photography and videography are also offered as an optional service. These creative assets help express brand identity visually and are often cited by clients as a key factor in building brand recognition.

View Detailed Materials [Here](#): Here

#### Why Choose COLOURS Ltd.?

COLOURS. has a strong network of domestic and international influencers, enabling the selection of talent that fits each brand. This supports the creation of authentic content and increases visibility across both brand and influencer channels. The agency has experience delivering PR strategies for industries including luxury hospitality, retail, lifestyle, and consumer goods. Its tailored social media plans ensure the right message reaches the right audience. By combining PR expertise with creative digital content, COLOURS. helps brands build a strong, culturally relevant presence. Its multilingual team offers services in Japanese, English, and Chinese, supporting global brands entering or expanding in Japan. With a focus on measurable outcomes, COLOURS. refines strategies based on performance data to drive long-term growth through influencer marketing and integrated digital solutions.

Find their [case studies](#)

#### About COLOURS. Ltd

Founded in 2019, COLOURS. Ltd is a multilingual creative communications agency based in Tokyo. The company provides integrated public relations, content creation, influencer marketing, and social media strategy services. With a bilingual and globally minded team, COLOURS. Ltd works across industries including travel, hospitality, fashion, and consumer goods.

More information about the company's services and case studies is available at <https://prcolours.com>

株式会社カラーズ

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Founded: 2019

Business Focus: PR Consulting Services

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