

## Summary of Services

### Public Relations

*Establishing and building identity and brand through media & customer relations*

Most publications need information that attracts readership. Many companies miss the opportunity to provide that information, which can build awareness and reputation. Identity must be molded over time in reliable third party sources so prospects read about companies and form their own opinions. Public relations builds relationships with people who purchase and influence the purchase of your products.

*Services include:*

- Media relations
- Media placement
- Press writing & events: press releases, press conferences, press tours
- Conference & event management
- Training workshops: Presentation Skills Workshop, Trade Show Selling



### Advertising

*Establishing and building identity/brand to stimulate awareness & demand*

Many companies design their own image by what looks good to them and miss the opportunity to create dynamic, memorable advertising that carves out a position in the marketplace. Image must be professionally designed to build brand awareness. The high cost of advertising placement requires it.

*Services include:*

- Positioning & messaging
- Creative development – print & digital
- Creative placement, including research & negotiation



### Marketing

*Establishing and promoting corporate identity to help promote sales*

Marketing materials can be designed for clarity and readability. Many companies - especially in high tech - neglect this and add too much content. The message is lost in the clutter.

*Services include:*

- Corporate brochures & literature
- Direct mail and direct email
- Web consulting: site development, search engine optimization (SEO)
- Lead generation

