

## Jennifer Handsheiw

Your PR and Marketing Communications Consultative Team Member

Experienced, Efficient and Results-oriented

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More than 20 years of experience gives you the support you need, when you need it. Our goal is to help you become successful by enabling you to meet your short- and long-term goals. No matter where you are with your marketing efforts, we can build and/or align your marketing foundation, bolster current activities or manage your current programs to take your company to the next level. Services include:



### BRAND IDENTITY & MESSAGING ALIGNMENT

Is your brand consistently used throughout the company? Do you want to change your brand? Enable the industry to understand who you are, what you offer and the impact you have on the industry at large. Services offered include:

- Brand guides
- Collateral (e.g., sales PPTs, email signatures, business cards, newsletters, letterhead and documentation templates)
- Environmental branding
- Logo development
- Overall company and product/service messaging
- Social media platforms
- Tagline development
- Website

### COMPETITIVE AUDITS

Enables you to see where you stand on the playing field today to create a path of where you need to go tomorrow by evaluating your competitors':

- Messaging
- PR efforts
- Product and/or service offerings
- Product/service info
- Social media activity
- Website (e.g., content, layout)

### PR, PR, PR

Generate awareness, differentiate yourself and showcase your offerings and expertise utilizing the media and industry analysts with:

- Proactive and reactive U.S. and international media relations (for online, print and broadcast coverage)
- U.S. and international industry analyst relations (paid and unpaid)
- Crisis communications (includes prevention, during and post-crisis clean up)
- PR writing (e.g., analyst PPTs, bios, bylined articles, blogs, media alerts, press releases)
- Media training
- Speaker's bureaus (paid and unpaid)
- Awards programs
- Media audits to understand how you are perceived by the media

### CONTACT

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## **CONTENT DEVELOPMENT & MARKETING**

Content clearly showcases your knowledge and how you solve a specific industry problem. Utilized to generate awareness and leads, we develop and market the following through online and offline channels:

- Brochures and data sheets
- Case studies
- Industry surveys
- Newsletters
- Speaker presentations
- Use cases
- Video content (e.g., corporate videos, celebrity red carpet interviews, product demo videos)
- White papers

## **SOCIAL MEDIA**

Social media is a key vehicle to connect with your stakeholders and industry influencers. Depending on where you are with social media, we can create a program that suits your needs to:

- Open up and establish new platforms with your brand and messaging
- Create a single platform that centralizes all social efforts to enable employees to amplify them effortlessly
- Develop social media policies for your company
- Audit your current platforms to determine the most effective ones that will help you meet your goals
- Ensure consistent messaging and branding across all platforms
- Start a two-way conversation with customers and influencers

## **INTERACTIVE ADVERTISING**

Generate awareness and build your lead-gen efforts by integrating interactive ad buys in the U.S. and abroad with:

- Planning and buying
- Ad design
- Budget management
- Measurement of your efforts

## **EVENTS**

Connect with customers, speak at industry conferences or create a presence at leading tradeshows in your sector. Efforts include:

- Booth design, signage and layout
- Develop company-held events (e.g., cocktail hours, lunch and learn events)
- Obtain speaking opportunities at leading industry conferences
- Create a presence at industry tradeshows
- Hold press conferences

## **WEBSITES**

Manage the content on your current site, update your structure or to create an effective navigation for your lead-gen efforts, we provide:

- Design
- Content development
- Layout revisions to evolve into a layout that accommodates all mobile devices and browsers
- WordPress website maintenance
- SEO

## **CONNECTING MARKETING TO YOUR SALES TEAM**

After all, marketing exists to help increase sales. We help your sales team connect marketing efforts and materials with any sales efforts.

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