

Branding & Positioning



Your audience includes customers and prospects interacting with your **brand** across multiple channels: print + digital + social. You need to facilitate and monitor each interaction that customers and prospects have with your *brand* across these channels. You want to make their experiences consistently engaging, respectful and satisfactory.

You also want to distinctly position your brand against the competition. How do you want customers and prospects to perceive your brand? How do you want them to act? How do you open and maintain multiple channels of communication with them?

We help you identify your unique brand attributes in K-12 or special interest publishing.

What people are saying

"Annie is the consummate professional. She not only provided the work that we asked for, but always inserted her expertise/knowledge when appropriate. She interviewed many of our students and we found that she carried the trust and respect that we expect as a University through her work with the students. Personable, warm and always approachable are other strong characteristics of Annie."

Jenny Hammond, Assistant Director of Recruitment and Admissions, Executive MBA Programs at University of North Carolina at Chapel Hill.