

Corporate Communications



Once your brand's key messages are established, they need to be incorporated into all outbound **communications** from brochures and other sales collateral to eNewsletters or direct mail. We are adept at discovering your unique "voice" and deploying it across all customer *communications*.

Every messaging opportunity can solidify the relationship with your customers. Emotion drives purchasing behavior. Prospects and customers want to feel good about the people they do business with. They want to know that they are respected and that their goals are understood and supported. People do business with people they like!

We do:

- White papers
- Case studies
- eNewsletters
- eMail campaigns
- Brochures
- Catalogs
- Direct mail
- Renewal series
- Gift campaigns
- Advertising
- Industry articles
- Position papers
- Web content
- Blogs

What people are saying

"Above all else, I value Annie's creative imagination. With vision and enthusiasm she builds

focused teams, develops innovative products and fosters dynamic partnerships. She is a vibrant publishing professional, trustworthy, knowledgeable, charismatic and clear thinking. I admire Annie's considerable skills and recommend her as a contributor to the success of any publishing initiative."

Bret Thomas, President and CEO, Bayard Inc.