

Seven Key Benefits From Hiring Our Firm

1. Your sales will go up.



Our agency was created for one mission: to help clients build business. And that means sales and market share. You invest with us to impact the behavior and attitudes of those you sell to. This is our goal.

2. Delivering greater ROI per marketing dollar.



How do you secure the strongest business results from your PR communications spending? It's related to the relevance of your brand message to target consumer lifestyles, wrapped around a powerful brand value proposition. Our proprietary Trailblazer™ Planning Model helps provide the needed insights and understanding to inform strategy, amplify brand value and create consistently effective campaigns.

3. An expert team of social and digital media strategists.



The online community, especially bloggers and social media platforms, is key to engaging consumers and to participating in the conversations they have about your products and brand. But how do you successfully involve your brand in these emerging media channels and secure measurable benefits? Are you aware of the potential pitfalls and how to steer away from them? We're experts and thought leaders here, and can help you make sense of it all and navigate the right path.

4. Attention you want and lots of it.



From the top on down, you'll find us living in the trenches with you, almost like an extension of your internal team. We do breakthrough work by immersing ourselves in the client's business. That, we think, is the definition of a great agency.

5. Ideas strong enough to impact your brand's behavior.



What's the definition of a big idea? One that helps guide the behavior of your brand. Big ideas can help transform the future and provide guidance to every part of your organization.

6. Consulting value you didn't think you could get from a PR firm.



We have solid experience and a demonstrable track record helping clients with brand strategy guidance. The kind that can lead to new businesses, categories you can own and positioning strategies that grow your sales while better defending the space you own.

7. A business model that facilitates all of the above and gives you confidence your money is well spent.



We don't believe in hourly billing and the "on the clock" mentality it can create. Instead we focus our energies on understanding, thinking and producing results. The account team we establish operates like your team. Sound better? It is.