

# Marketing & Communications

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*The branding power of HJ Sims provides comprehensive marketing and communications support to assist with client relationship building and business development efforts.*

## Marketing

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Strategic marketing that assists in deepening current client relationships and growing new business, including:

- Email campaigns to clients and prospects
- Branded print, digital and radio advertising campaigns (national, regional and local)
- Suite of collateral, including fact sheets, brochures and more
- Sophisticated website and analytics
- Professional biographies
- Dedicated client and prospective client tools
- Custom-created reports
- Employee intranet

## Public Relations

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Strategic PR campaigns that add presence, including:

- Press releases with national, regional, local geographic and industry sector distribution
- Relationships with editors, reporters, freelance writers and other key media contacts
- Support/preparation assistance for interviews
- Editorial opportunities, including print, digital, radio and television
- Placement monitoring
- Trend analysis
- Competitor news monitoring

## Social Media

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Corporate social media that supports networking and connection to influencers, including:

- Customized social media campaigns in coordination with website and/or blogs
- Corporate accounts managed by the marketing department include: LinkedIn, Facebook, Instagram and Twitter
- Tutorials for LinkedIn
- Followership campaigns
- Steady stream of content available for sharing

## Events

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Comprehensive event support, including:

- Collateral for presentations
- Banner, signage and material for exhibition
- Branded giveaways
- Full public relations, marketing and social media support
- Assistance with audience selection

