Enhance your firm's image with indirect marketing tactics

In addition to a business development program, a focused public relations effort can help your firm maintain client contact by providing continuous name and brand recognition in between your face-to-face activities.

Services PROVIDED

- **Public Relations Program Evaluation**
- **Public Relations Plan Development and Implementation**
- **Speaking/Exhibiting Program Development and Implementation**
- **Award Submittals Strategy and Production**
- **Special Events Planning**
- **Press Releases**

- **By-Line Columns**
- **Feature Articles**
- **Project Related Promotion**
- **Newsletters**
- **Website ROI**
- **Association Involvement**
- **Direct Mail**
- **Photography**
- **Press Events/Kits**
- **Sponsorships**
- **Social Networking**

Case Studies
Articles

MARKETLINK was retained by a regional construction company to write a series of press releases for some upcoming project awards and facility openings. The construction company and MARKETLINK brainstormed the benefits their facilities provided for each school in order to provide an interesting hook required to get the articles placed in the papers. The articles featured a construction method that was used to save the districts time and money.

LINK TO SUCCESS: In a three month time period, MARKETLINK placed 100% of the articles in local newspapers and trade publications.

Direct Mail

An international structural engineering firm wanted to increase their name recognition and introduce the uniqueness of their firm to potential clients so MARKETLINK recommended the solution of a series of direct mail pieces. Fortunately, the owner of the firm wanted the pieces to be very creative and memorable – not your typical engineering piece! We retained a very talented graphic artist who created a series of cards that were sent out over a 12-month period.

LINK TO SUCCESS: The campaign was considered a great success - many clients and peers called this firm to comment on the creativeness of the series. One targeted client, Los Angeles County, called immediately after receiving one of the cards because it focused on a building engineering solution that was of interest to them.

Client Quote

"MARKETLINK was instrumental in extracting the uniqueness of our firm's engineering services, then working with a talented graphic designer to deliver an extraordinary direct mail campaign that captured our clients' attention and won a National design award."
- Patrick Crosby, Crosby Group