

## OVERVIEW

### BECAUSE WE ARE EXPERIENCED...

Susan Carol Associates Public Relations was incorporated in the state of Virginia in 1989 and is celebrating 20 years of business focused primarily on innovative companies in finance, healthcare and technology. We also serve growing firms and non-profits in the mid-Atlantic region and in Fredericksburg, Virginia, our headquarters. Count on our seasoned professionals – with distinct expertise in marketing, public relations, design, web development, editorial production, media relations, branding and event promotion.

20 YEARS  
in PR

Celebrating 20 Years of  
Service to Industry Innovators

### BECAUSE WE ARE VIRTUAL...

We are flexible and affordable. Our clients pay only for the talent or service they need.

### BECAUSE WE ARE WELL-ESTABLISHED (SINCE 1989)...

We've attracted the best and brightest to bring you:

- Superior writing skills
- Seasoned media connections, from local to international
- Innovative promotional ideas
- Knowledgeable consulting

### BECAUSE WE UNDERSTAND BUSINESS...

We blend marketing, public relations and advertising in our planning, bringing you integrated programs that cost-effectively build brands.

### BECAUSE WE ARE WEB-SAVVY...

We ensure that your campaign maximizes its on-line potential to connect with all of your constituents.

### BECAUSE WE ARE FOCUSED...

We have media relations specialists and writers who have worked in healthcare, technology and equipment finance for decades, so we can be up and running quickly.

### WHAT CAN WE DO FOR YOU?

- Produce your marketing materials
- Design your corporate identity and branding
- Plan, manage and promote your special events
- Design, develop and maintain your web site
- Provide ongoing writing and editing services
- Spearhead your research and planning efforts
- Develop your employee communications
- Manage your media relations
- Create videos for web sites
- Provide new media and social networking strategy
- Conduct focus group research

*A Talented and Creative Team  
Serving the Promotional Needs  
of Clients Locally and Globally*

SUSAN CAROL ASSOCIATES PUBLIC RELATIONS, INC.

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