



OVERVIEW

Why choose Susan Carol Associates as your strategic marketing partner?

BECAUSE WE ARE HIGHLY EXPERIENCED...

Susan Carol Associates Public Relations was incorporated in the state of Virginia in 1989. We help innovative companies in finance, health care and technology, as well as non-profits and government organizations, communicate and market their products and services. Our seasoned professionals have distinct expertise in marketing, public relations, design, new media, editorial production, media relations, branding and event promotion.

BECAUSE WE ARE FLEXIBLE...

We are flexible and affordable, with low overhead and the ability to react quickly – and seamlessly – to client needs. Our clients pay only for the talent or service they need. Along with our associate team, we leverage the talent of long-standing strategic partners, from digital experts to videographers and artists. We often collaborate with other PR firms and with our clients' communications teams or vendors for cost-effective use of resources.

BECAUSE WE ARE WELL-ESTABLISHED...

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

- Superior communication skills
- Solid media connections, from local to trade and international
- Innovative promotional ideas
- Knowledgeable consulting

BECAUSE WE UNDERSTAND BUSINESS, NON-PROFITS AND GOVERNMENT

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

BECAUSE WE ARE NEW-MEDIA SAVVY...

We ensure your campaign maximizes its full potential to connect with all of your target audience.

BECAUSE WE ARE FOCUSED...

Our content creators have years of accumulated knowledge in niche areas of health care, technology, finance, education, government, telecommunications and insurance. We can be up and running quickly on your project.

WHAT CAN WE DO YOUR YOU?

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| ■ Write and produce quality marketing and Web content | ■ Create videos, digital ads, ad blogs |
| ■ Design corporate identity and branding | ■ Provide consulting for social media |
| ■ Plan, manage and promote your special events | ■ Conduct focus group research |
| ■ Create public relations plans | ■ Integrate PR with advertising strategy |
| ■ Develop employee communications | ■ Produce and issue newsletters and sales letters |
| ■ Manage your media relations | ■ Create online media kits and manage news distributions |

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

Susan Carol Associates Public Relations, Inc.

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Owner, Susan Carol, APR, is accredited in the Public Relations Society of America.