

Strategic Communications Consultancy

ABC creates marketing strategies for client companies and products. This includes financial planning for the full range of marketing techniques: analyst relationships, content development, online and web strategies, as well as conference and exhibition activities.

ABC's approach to meeting a client's strategic communications requirements includes a range of methods designed to improve media perception, print and online coverage and ultimately to boost the client's market position and minimise enquiry/lead generation.

Depending on a client's needs and budget, ABC's various techniques can include:

Consultancy to improve internal understanding of media operations and needs	Analysis of newsworthy client developments and activities	Development of an internal and external communications model	PR
develop both branding and messaging	Calendar a media and event-led schedule	for news releases, case studies, feature articles, white papers, newsletter and website content, conferences and press meetings	
Training such as identifying newsworthy developments, effective working with the press & analysts, producing press ready communications developing and presenting a company's "mission statement" and the benefits of repositioning	Channel marketing to improve communications between client and the sales channel		