Professional Marketing, Strategy
and Public Relations Services

# Sutherland • Weston

marketing communications

# We Will Make You More Money

Everything your business or organization does sends a powerful message about your identity, reputation and brand. From product advertising to employee recruitment to brand positioning, Sutherland Weston provides practical, effective communications strategies that build brand recognition, loyalty and support. Our clients count on us for imaginative ideas and careful execution.

We examine each client's unique challenges and opportunities to provide well-considered strategic counsel to meet long and short-term goals.

We learn fast, get it right the first time, and honor budgets and deadlines.

TEL 207.945.9999

WEB www.sutherlandweston.com

# Marketing Genius *Delivered*

## BRANDING & CREATIVE DESIGN

Start-up Planning
Product Launch
Corporate Naming
Logo Development
Packaging
Graphic Design
Video Production
Audio Production
Photography
Trade Show
Direct Mail

## INTERNET MARKETING

Website Planning
Website Design
Website Enhancement
Website Optimization
Content Creation
Content Management
E-Commerce
Email Marketing

*Schedule a free expert consultation in our new idea studio!*

## MARKETING STRATEGY

Budget Construction
Media Planning
Media Placement
Focus Groups
Market Analysis
Annual Reports
Comprehensive Plans

## PUBLIC RELATIONS

Strategic Counsel
Public Affairs
Issue Management
Media Relations
Thought Leadership
Event Planning
News Release
News Conference

## SOCIAL MEDIA STRATEGY

Strategy Development
Social Media Audits
Competitive Analysis
Profile Creation
Blog Development
Email Marketing
Community Monitoring
Community Building

# Make More Money

Sutherland Weston would like to offer its commitment as a productive and results-oriented strategic partner that will help build awareness, manage your public messaging, and help you grow your business.

## Our Most Popular Project Requests

### BUSINESS BRANDING

#### New Company Name / Look

Whether refreshing the message, creating a modernized look or starting the process from a business plan, we work with businesses and non-profits of all sizes and ages. Our goal is to help design the look, message, and the standards to help better connect your core services and products to target customers and markets.

#### Marketing Budget Planning

Getting better results doesn't always mean spending more money. We develop a plan to deliver effective messages through media options that work best for target audiences.

### PUBLIC RELATIONS

#### Public Affairs / Issue Management

Sutherland Weston works with your company's leadership team to help communicate a project's goal and objectives to media and the public at large. From op-eds to listening sessions, we help manage the flow of information to the stakeholders impacted by your efforts.

#### Media Event / Media Relations

Companies looking for a big splash in the media look to Sutherland Weston because of our relationships, experience and track record of success. We help companies of all sizes reach their target audiences through local, state and national media channels.

### INTERNET MARKETING

#### Website Development

As the foundation for any effective marketing and communications plan, our website development experts start from a marketing point of view to ensure results. Whether e-commerce, customer communication, or new customer growth goals, we have the professional team and experience to help you make more money online.

#### Search Engine Optimization

Website users have become increasingly less patient when it comes to searching for what they need. In order to be seen, you have to be in the right place when customers looking for your products or services come searching. Sutherland Weston's SEO services have a proven track record of achieving premiere placement for search phrases that make you money.