



WHAT WE OFFER

HOW YOU BENEFIT

DIGITAL MARKETING

- E-mail strategy and execution
- Integration with social media
- Key messaging and design
- List selection and management
- Reporting on outcomes
- Brand guidelines and logo treatments

- Reach your targets
- Stimulate leads
- Gain new clients
- Introduce products
- Understand audience interests
- Support sales

WEB STRATEGY AND PRODUCTION

- Design, development
- Interactive features, writing, organization of content, video for web
- Image selection
- Integration with social media
- Landing pages, web forms for special purposes
- Website analytics (Google)
- Basic search engine optimization services
- Training for site maintenance

- Increase online traffic
- Enable visitor interaction
- Show your personality
- Discover customer interests
- Stimulate business
- Boost brand awareness
- Build your community
- Move higher in search engines

VIDEO

- Thought leader interviews, commercials, web features, spotlights
- Creative social media, product demos, how-tos, tours
- Professional shooting on location with lighting and sound
- Editing, transitions, and music
- Integration with social media
- Creation of video channel on YouTube

- Gain understanding
- Show leadership
- Create acceptance
- Build brand awareness
- Demonstrate expertise

PROFESSIONAL NEWSLETTERS

- Strategy, design, original story ideas, interviews, writing, editing
- Project coordination for high-quality production or printing
- Repurposing of newsletter content for other marketing purposes
- Proofreading
- Distribution management

- Grow your community
- Strengthen relationships
- Gain new connections
- Foster acceptance
- Build brand recognition
- Demonstrate thought leadership

Susan Carol Creative is your one-stop resource for seamlessly integrating marketing, advertising, public relations and branding for multi-platform media. We would like to be your trusted partner, providing synchronized communications to establish or strengthen your brand and stimulate business. See more at www.scapr.com and www.healthindustrywriters.com. **Phone:** 540-847-1804