



Susan Carol
CREATIVE

PR Buzz

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How to Create Trust in an Omni Channel World

Rely on a team with 30 years of experience to find and maximize every opportunity

This post in the PR Buzz blog by Susan Carol explains the difference between marketing and public relations, and discusses the value in each and why knowledge in your industry and markets leads to more “earned” media placement.

[Read More.](#)

Subjects we have covered over 3 decades:

- Allergies
- Artificial intelligence
- Asset management
- Banking
- Blockchain
- Bridge infrastructure
- Construction
- Dental
- Diversity
- E-commerce
- Energy
- Finance
- Fintech
- Funeral Business
- Healthcare
- Hospitals
- Landscaping
- Latin American business
- Leasing
- Lease accounting
- Leadership
- Legal subjects
- Limousines
- Medical imaging
- Municipal finance
- Oncology
- Plastic surgery
- Restaurants
- Retail
- Robots
- Solar
- Symphonies
- Transportation
- Women's advancement

Associate Spotlight

Carla Young Harrington has been promoted to director of public relations management. She has been in a leadership role with Susan Carol Creative

since the early '90s when we incorporated in Virginia as Susan Carol Associates Public Relations, Inc (SCAPR). Harrington manages many of our long-standing national and international accounts.



Carla Young Harrington in front (right) at team meeting



New Marketing Talent at Susan Carol Creative, Formerly with Key Equipment Finance

Meet Colleen Daly-Tinkham, a seasoned marketing professional steeped in the equipment finance industry, as a former executive with Key Equipment Finance. She and Susan Carol will be in Washington, D.C. Oct 27-29 at the Marriott Marquis, site of the Equipment Leasing and Finance Association Convention.

[Read Colleen's Bio.](#)



Next Recording Is Oct. 27 for Our Industry Broadcast Series Featuring Thought Leaders

See our latest thought leader in the video series we produce for the equipment leasing and finance industry. We are scheduling our next set of interviews for Sunday Oct. 27 in Washington, D.C. at the Marriott Marquis. Please contact Susan Carol at 540-847-1804 to discuss participation.

New Clients

We are pleased to welcome new clients that include an international trade group, a national law firm, and a specialty technology company as well as the many clients we serve in financial services. For more information about our integrated marketing and PR services visit: www.scapr.com.