



The Notable Trends We Observed in Communications in 2022

B2B marketing and communications no longer means “boring-to-boring,” according to this [article](#) on the swiftly changing communications style sweeping the many channels we use to reach prospects and expand follower networks.

Our agency’s focus has been B2B since 1989 and it has been anything but boring. “It is like a continuing education program I get paid to do,” says Susan Carol, the founder and CEO of the agency, which has served a few B2C clients.

Just as technology investment gained a major push when the pandemic began sweeping the globe in 2020, so did reassessments of business culture. The most obvious change over the past two years was the “work from home” trend, with Zoom meetings uniting people reporting from home. A new view into individual lives stimulated another trend: authenticity in communications. This began with the dawn of social media. Advertisers were seeking real-people images—individuals with gaps in their teeth, a few extra pounds, and diversity. Today our audience can be broad and extremely selective at the same time.

20-Year Celebration with ELFA



Susan Carol Creative celebrated the 20-year anniversary of its membership with the ELFA when presented with this certificate earlier this year by the trade association, which represents the nation’s equipment finance companies and service providers in the equipment finance industry.

Soon after the agency launched, Carla Harrington and Susan Carol would meet their clients dressed in suits, carrying briefcases with heavy files, and taking regular train trips to business meetings in New York or Washington, D.C.





Susan Carol with members of the ELFA
on Capitol Hill, May 2022.

Clients we are currently serving are in these markets and are *never* boring—in fact most are dynamic leaders, pioneers, and innovators in their sectors.

- Commercial finance
- Government
- Secured finance
- Equipment finance
- Vendor and captive solutions
- Fintech
- Radiology
- Construction
- Legal services
- Debt recovery
- Consulting
- Technology

#WFH Continues to Be Valued

Our agency started as a virtual organization, so the work-from-home operational culture was entirely comfortable for us, though we continue to enjoy in-person meetings.

Employers wondered if work-at-home employees would stay focused, and some workers who were more accustomed to office culture wondered how well they would perform at home. If you have a mission, a firm deadline and a strong work ethic, it's not hard to do well; and it's a major benefit to have fewer meetings and avoid the commuter traffic. That said, we totally appreciate the value of gathering in person to develop strong working relationships and a dynamic culture.

Social Media Success Can Be Yours

While our agency's early strengths were in public relations, we've greatly expanded into social media strategy as well as branding and digital marketing communications; we've assisted many types of organizations launch or re-brand, with a mix of public relations, marketing communications and social media intertwined for maximum impact.

[Read our latest blog on this subject.](#)

Meet Our Newest Associates and Strategic Partners

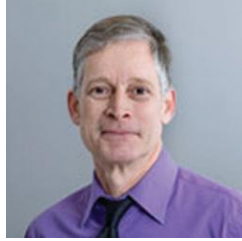
[Read Bios](#)



Sarah Meade



Ray Pelosi



Jim Sacchi



Jane Schmit

Recent Event: ELFA Convention

Susan Carol enjoyed meeting clients and new members at the ELFA Convention in Orlando in October. She currently serves as a member of the Service Provider Business Council and is the liaison for the association's Membership Committee.

She noted how well attended the conference was despite Hurricane Ian forcing the change in venue from Marco Island. It also was notable — and unusual — that session rooms were packed on the last day, and even the last hour of the convention. The most interesting keynoter was Peter Ziehan who has written a new book titled "The End of the World is Just Beginning." The most important [news](#): ELFA's new Climate Finance Interest Group has launched, with Patricia Voorhees of The Alta Group leading this initiative.



A team meeting

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