



WE CREATE
MEANINGFUL
CONNECTIONS



LET US HELP YOU FIND YOUR POSITION, YOUR PERSONALITY, AND YOUR EDGE



WE BELIEVE IN THE POWER OF CREATIVITY

We have the tools, know-how, creative talent and strategic thinking to design and deploy strategies that will take your organization to the next level. Our experienced staff works one-on-one with clients to fine tune and disseminate carefully crafted messages that capture attention and generate recognition. We constantly bring fresh ideas to our clients on ways to promote, market, and deliver messages to their target audience.

We pride ourselves on our reputation in nonprofit communications. While we speak the mission-minded language of nonprofits, our expertise does not stop there. We collaborate with accounting, law, construction, hospitality, banking, finance, education, health care, and other industries. Whether telling your story or giving you the tools to do so, we'll make sure your communications drive results.

MARKETING

Working closely with clients, we develop effective branding and marketing campaigns. Services range from a simple website update to a full-scale rebranding of an organization's name, tagline, logo, and marketing materials.

Our marketing and branding services are especially helpful for organizations that have undergone mergers, added new customer segments, or changed/expanded the focus of their offerings. We work to keep your message consistent, impactful, and on target every time.

- Marketing and brand strategy
- Content strategy and development
- Brand guidelines

PUBLIC RELATIONS

Marketing Works is a marketing and public relations firm known for building buzz and creating awareness for brands through strategic campaign development and unmatched media relations results. We act as a true partner to elevate your company.

- Media relations
- Crisis management
- Internal communications
- Community relations

WE UNDERSTAND YOUR CHALLENGES

DIGITAL

Foundational to your marketing and communications strategy must be a strong understanding and care for your digital ecosystem. Today's brands need to be digital, not just go through the motions. This requires attention to your organization's culture and operations. As a marketing agency with a pedigree focused on creating and implementing integrated processes, we're here to help you navigate the ever-evolving digital landscape. Let us help you harness the power of a top-tier digital marketing strategy.

- Search engine optimization
- Social media management

SOCIAL MEDIA

Marketing Works built its social media community management service on the philosophy that every interaction counts. We are relentless about posting positive responses to every person who interacts with your brand. We believe each interaction should guarantee a positive sentiment about the brand.

CONTENT CREATION

Marketing Works creates original content on behalf of clients for internal and external communications, public relations outreach, marketing materials, social media channels, and more. With owned content being more important than ever, we advise clients on the best approach to developing a voice that will resonate with key audiences and break through the clutter.

BRANDING

Breathe life into your brand. We love to help our customers differentiate themselves in the marketplace. Whether it's brainstorming how to best position your product or service, or the company itself. A focus on your brand strategy can drive competitive advantage and profitable growth. We craft a brand strategy that is right for you.

THE TEAM AND CAPABILITIES YOU NEED

CREATIVE

The visual impact of professional graphic design in all your marketing resources, from your logo and corporate branding to printed collateral material to web presence, determines your credibility. Let Marketing Works help you make your best impression.

- Website design
- Logo design
- Print and digital design
- Direct mail
- Radio and television
- Email marketing
- Display

FUNDRAISING

The future of many organizations depends on a sustainable development strategy. Our experts have years of experience working to maximize the effectiveness of such initiatives. We can help you develop creative ideas for planned and annual giving, as well as for fundraising events.

EVENT MANAGEMENT

When organizations don't have the time or staff to handle the myriad and often overwhelming details that come with event planning, they call upon Marketing Works. With nearly 20 years of experience, our agency has managed events of all sizes—from small, ribbon-cutting ceremonies to large-scale fundraising galas. Our strong industry connections enable us to secure magnificent venues and entertainment vendors.

- Event planning and support
- Trade show support

WHETHER TELLING YOUR STORY OR GIVING YOU THE TOOLS TO DO SO, WE'LL MAKE SURE YOUR COMMUNICATIONS DRIVE RESULTS.



Great things begin with great conversations.

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