

Digital Strategies

Increased access to information is leading to growing consumer awareness and increased choice. At the same time, the marketplace is becoming more cluttered with advertising messages. Identifying and locating your customers where they are open to receive communication from you is vital. Gaining their permission to create a relationship based on respect and value means reduced waste and improved results. Combining practical business advice with communications strategies, we work with you to create customized marketing strategies and we provide advisory, training and support so you can manage your programs with your existing team.

Integrated ♦ Interactive ♦ Direct

Keys to Success

- create an authentic identity
- know your target audience
- communicate your value
- deliver with integrity

We consult with clients to review their situation and identify needs, highlight areas for improvement and provide solutions for immediate results. Central to our operations is a unique local and international business and consumer database of respected contacts we can introduce to your organization.

Based in Hong Kong since 1992, we bring a fresh perspective to any situation with a cross-cultural and international outlook. With our dynamic approach, you will gain market insights, direction and support for growth.

Schedule your initial meeting and discover practical improvements you can make immediately to grow your business. Schedule ongoing support for your business or identify a scope of work and contract on a project basis. From ideas to implementation, we provide simple solutions for every budget.

Our Specialty

Our scope of services includes and is not limited to ...

- Advisory** - feedback, ideas and support for execution
- Training** - communications soft skills for all levels of expertise
- Introductions** - referrals and introductions within our networks
- Communications** - facilitation, design, processes, templates
- Technology** - internet, EDM (electronic direct marketing)
- Website** - electronic marketing strategy, site design
- Branding** - identity, creation, process, strategy, review
- Writing** - features, corporate content, news releases
- Newsletters** - strategy, design and copywriting
- Materials** - business cards, brochures, ad templates
- Advertising** - review and improve materials and media plans
- Publicity** - print and electronic, strategy, media relations
- Alliances** - negotiate strategic partnerships & sponsorships

Fees

We offer you flexibility in how you use our services.

- ADVISORY** Paid hourly in advance
- PROJECTS** Installment payments
- CONTRACT** Monthly service agreement

Innovations + Opportunities

Connections Unlimited

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