



864.979.3265 ■ www.write-onsc.com ■ joan@write-onsc.com

Write-On Communications provides strategic marketing and communications services to mid-size companies, small businesses and professional associations — with special emphasis on the Architecture, Engineering and Construction Industry.

Consulting Services | Integrated Marketing Services

- Marketing Communications
- Public Relations
- Employee Communications
- Web Site Development/Enhancement
- Advertising
- Special Events
- Research (A/E/C Industry, Market or Company-Specific, Special Requests)

Writing | Editing | Proofreading | Content Review

- News Releases
- Articles | News, Feature and Technical
- Newsletters, Fliers, Brochures (Digital & Print)
- EMail Campaigns
- Policies & Procedures | HR Documents | Safety Documents
- A/E/C Industry Award Submissions
- Web Site Content, Web Site Audits
- Executive Speeches
- Company Updates (Internal & External)
- Proofreading: Qual Docs, Proposals and Presentations
- Cover Letters for Qualifications Documents and Proposals
- Special-Situation Business/Client Letters
- Presentations
- Advertising (Client/Community Relations)

Publicity & Media Relations

- Develop PR Plans | Strategy
- Write/Issue News Releases Announcing Major Projects (Groundbreakings and Dedications); Awards/Honors; People (New Hires, Promotions)
- Pitch Articles
- Establish and Cultivate Relationships with Local/Regional Newspapers, Business Publications and A/E/C Industry Media
- Serve as Liaison with Local/Regional PR Agency
- Assist with Social Media plan implantation
- Write feature articles (human interest and/or people-profiles)

Marketing & Communications Program Management

- Develop and Implement Local/Regional PR Programs
- Plan, Organize and Coordinate Special Events (Client and Media Hospitality Functions, Symposiums, Groundbreaking Ceremonies, Dedications)
- Create Spot Ads or Advertising Campaigns
- Conceptualize and Oversee Development of EMail Marketing Campaigns that Build Credibility and Continuity. Determine What to Send Out, How Often and To Whom
- Project-Manage Exhibit Design for Trade Shows/Recruiting Fairs