



## Marketing Communications, PR, and Social Media Services

Marketing should be fun, creative, and cut through the noise to reach your customer. Maverick's marketing campaigns ensure that what you need to communicate is front and centre and deliver messages that matter to your most important business resource, your customers. With our deep understanding of publishing, we'll get you noticed, reach those target markets, and maximize sales.

Content marketing is one of the most powerful ways to grow an audience and establish your business as a thought leader. Finding the time and resources to maintain a steady stream of fresh material is a challenge for many organizations. Maverick can help. Our campaigns will get your communities talking, sharing and engaging with your content. We create white papers, blogs, infographics, videos, and other assets that resonate with today's busy professionals and researchers.

In addition, we develop the strategies and tactical plans for maximum reach. Our specialists cover a wide variety of channels and skills, including: Public Relations, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media, email marketing, marketing automation and other digital tactics.

As your marketing communications partner, we offer the services of a full service-agency. We can accommodate everything from the "one off" project to an end-to-end approach encompassing strategy, creative vision, implementation, and delivery. Maverick can help you develop the right communications program to achieve your business vision and goals and make yourself heard in today's competitive market.

### Marketing Communications & Campaigns

- Digital marketing and tactical marketing strategy development and execution (including competitor response).
- Content generation and copywriting including white papers, thought leadership pieces, case studies, blogs, sales support kits, videos, author engagement kits, and infographics.
- Outbound direct or channel-based marketing campaign planning and management.
- Graphic design and production services, including support for webinars and online presentations/courses.

### Public Relations

- PR strategy development, including market positioning and messaging.
- Press coverage planning and execution, including media list generation, editorial outreach, editorial calendar management, "key event press coverage", article and interview placement campaigns, journals and blogger communication management, and media tool generation.
- Placement of key thought leadership themes, identification of current market issues and trends and organization of speaking events.

### Social Media

- Social media strategy and execution.
- Engagement with key constituents via targeted social media channels.
- Evaluate potential for monetization through SEM advertising.
- Identifying high-value Social Media forums in your target area.
- Gaining and retaining Social Media momentum and "buzz".
- Web and SEO audits and remediation.

### For further information, please contact:

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