



# Mind The Gap

## Public Relations, LLC

### Public Relations Services

We blend traditional public relations with content creation, content marketing, social media strategy, and website development transforming static news into conversations and bringing your message directly to the people you want to reach online. In addition, we protect those hard-won relationships with online reputation management and crisis communications.

Communicating effectively with your customers is key to success. It is more than a media release, a photo on Instagram, or telling your guests to go to Google Reviews. You need a public relations plan.

#### **The PR Jumpstart includes:**

- Conduct primary and secondary market research including a SWOT analysis
- Based on research results and SWOT analysis, develop a marketing plan
- Develop and refine key messages for identified target audiences; test those messages
- Create measurable benchmarks for success of the marketing plan

## Example of a la Carte Services

#### **Communications Assessment**

In order to move forward, you need to look back.

- Analysis of efforts up to 3 direct competitors
- Analysis of communications efforts including
- Recommendation for a bespoke strategy, including examination of your current tools, and suggestions of any additional tools
- How to build engagement and interaction with customers
- Propose a strategy for future content and how to increase your content creation
- Detailed analysis for how to measure your results.

#### **Content Creation**

Content tells your story.

- Keep your blog posts to keep your blog fresh and active
- Website content customized for you
- Press releases that puts your business in the spotlight in front of the press
- Newsletters to keep your customers informed
- Product descriptions by creating eye catching description for your products selling them
- Social media posts that are attention-grabbing posts for your social media accounts.

**Ann Marie van den Hurk APR** is principal of Mind The Gap Public Relations. She is an award-winning PRSA-accredited public relations counselor with two decades of experience assisting organizations in successfully navigating the digital sphere and taking leadership in crisis communications, cyber risk, and online reputation management. She regularly counsels CEO and executives on best and innovative communications practices.

