

Results-focused communications strategy backed by 30 years of experience and results.

John Fries is a seasoned pro whose 30 years of diverse experience ranges from leading the corporate communications departments at several organizations to providing counsel and services to numerous small business owners and entrepreneurs. He works with companies of all sizes and types. Call 412-760-2299 or e-mail johnfries@comcast.net today to discuss how he may help you achieve your goals.

PUBLIC RELATIONS

Has your organization been featured in the papers or on the news lately? Virtually every company has interesting things happening, and members of the media are always looking for stories worth telling. A good publicity plan will help get you there, and that's only the tip of the public relations iceberg. From traditional PR and crisis communications to telling your story through online channels, we'll work with you to develop strategy and key messages, write and design materials and execute the tactics.

- Communications planning
- Specific message development for each key audience
- News release / press kit writing
- Article, white paper and e-book writing/editing
- Newsletter / e-newsletter writing
- Online PR and social media
- Publicity
- Media relations / spokesman
- Crisis communications
- Employee communications
- Executive and board communications
- Media coaching
- Developing an online newsroom for your website

MARKETING

To get your product, service or business to market, or grow your existing business, John will lead you and your team through a process to help you:

- Identify your target audiences
- Determine your unique selling proposition (what truly makes you different)
- Determine how to package and position your business, product or service
- Develop a multifaceted strategy to help you reach your customers or identify new ones.

ONLINE COMMUNICATIONS

From websites and e-blasts to effective use of social media, I'll help you maximize your online presence, which will help you communicate more effectively with your target audiences.

- **New website planning**
John will work with you to develop a new web presence and strategies for online communications and social media based on your business objectives.
- **Troubleshooting your existing site**
John will evaluate your website and online communications based on a variety of important criteria. Following this evaluation, you will receive a detailed report and recommendations to help your site work more effectively.
- **Social media**
Social media platforms are important marketing applications for businesses of all sizes and types. John will help you use social networking sites like Facebook, Twitter and YouTube to reach and interact with your potential customers.

PRESENTATION COACHING

Make your next presentation or speech one the audience will remember. A veteran public speaking instructor, John will help you develop and deliver a speech that's effective, dynamic and maybe even entertaining.

JOHN FRIES COMMUNICATIONS

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