



Communications and Marketing Audit

Are you proactively engaging with your potential clients, referral sources and lapsed customers using these key tools? Review them objectively and see how they are working for you. Contact Janet@JanetLFalk.com or 212/677-5770 for a FREE 30-minute consultation. I guarantee TWO IDEAS.

Website

Media Profile/Announcement

Talk to reporters

Press Release

Publish article in an industry magazine

Article for another company's blog

Giveaway

Email signature

LinkedIn profile, company page, article, activity, network

Newsletter

Blog

Marketing brochure

Directory listings

Internet references

Speak at a workshop, conference or networking group

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© February 2020

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