
communications



research
strategy
communications



Communications

As markets and media channels continue to proliferate and fragment, companies must shed traditional approaches to embrace new ways of cost effectively attracting and retaining customers. Shenkan & Associates LLC combines the latest technological advances with proven methods and best practices in the development of differentiated, customer-centric communications focused on generating thought leadership, influencing decision-makers and motivating sales engagement.

We blend research and strategy competencies in a holistic approach, providing best-in-class programs and campaigns that enhance performance and efficiencies on multiple levels.

Programs and campaigns are individually tailored for full integration to drive higher levels of accountability and performance-based synergies through:

- ◆ Mapping brand positions and strategic messaging for structuring of all marketing components.
- ◆ Creating framework to generate and socialize content topics/storylines.
- ◆ Transferring knowledge via custom reference guides, process steps and best practice protocol.
- ◆ Collaborating and consulting with internal stakeholders and external organizations/agencies.
- ◆ Incorporating a customer-driven platform to define and test creative, keywords, assets, and customer challenges/pain points.
- ◆ Linking definitive goals to performance metric sets and milestones.
- ◆ Utilizing ongoing refinement and improvement processes.

S&A continually reinvents methods and updates practices to leverage change in the development of innovative, captivating communications solutions that propel clients to the forefront of their industry while delivering higher impact and ROI value equations.



Capabilities

Our expertise empowers clients with strategies, tactics, and tools designed to heighten contextual relevancy, industry credibility, pervasive optimization, and viral uplift.



Content Marketing

Implement best-of-breed programs for creating and curating content focused on driving high-value/impact nurturing progressions across the entire customer journey.



Digital Marketing

Engage converged media tactics unifying paid, owned, and earned activities designed to expand channels, extend budgets, and deliver exceptional ROI.



Customer Reference/ Advocacy

Adopt holistic process/program for transitioning traditional reference programs, enabling advocacy to activate and monetizing advocates across all touch points, channels, and business units.



Profiling & Personalization

Apply in-depth profiling of specific segments and individual decision-maker/purchasing types for behavioral targeting of relevant personalized messages, offers, and rewards for real-time engagement.



Channel Marketing

Utilize definitive programs, playbooks, and initiatives for supporting enablement of current and new business development opportunities across portfolios and solutions.



Search Engine Optimization & Marketing

Employ strategic optimization and paid search practices/activities applied to all communications, content, and digital assets to establish/sustain pervasive context and credibility.



Demand Generation

Establish accountable, outcome-based activities geared around thought leadership, content marketing, and brand advocacy best practices.



Social Championing

Activate early demand, amplify reach, and influence engagement utilizing advanced social intelligence and innovative outreach.



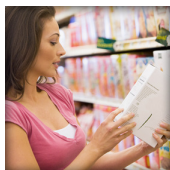
Industries & Markets

S&A has expertise in a diverse range of industries and markets. Our knowledge of specific business challenges and trends is derived from direct experience spanning the full value chain in each industry/market. From regulatory issues to channel practices, we recognize the unique nuances and idiosyncrasies to provide clients with stronger orientation for creating value and performance at an accelerated pace.



Consumer Electronics

Audio/Video, Home Automation, TV & Displays



Consumer Goods

Packaged Goods & Services



Education

K-12, Higher Ed, Special Ed



Financial

Banks, Brokerage Firms, Credit Unions, Insurance



Government

Federal, State, Local



Healthcare

Clinics, Hospitals, Labs, Long-term Care Facilities



High Tech

Biometrics, Computing, IT/Managed Services, Software, Telematics



Hospitality

Casinos, Cruise Lines, Hotels, Motels, Resorts



Industrial Manufacturing

MRO, OEM, Private Label



Life Sciences

Biotechnology, Medical Devices, Nutraceutical, Pharmaceutical



Media & Entertainment

Broadcast, Entertainment, Publishing, Printing



Public Safety

Department of Defense, Department of Justice, Law Enforcement, Fire & Emergency, Civil Municipalities



Retail

Mass Merchants, Restaurants/Bars, Convenience Stores



Telecommunications

Cable, Satellite, Wireless, Wireline



Transportation & Logistics

Passenger/Cargo Equipment, Infrastructure, Terminals



Utilities

Electric, Gas, Water

Shenkan & Associates LLC, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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For more information,
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