










Strategic Communications

Maize Marketing Strategic Communications develops and implements communications, marketing and business development strategies for professional services firms such as law firms, accounting firms, consulting firms, and other providers of professional services.

Planning and executing a marketing and communications strategy is critical to the growth of a professional services firm and its client base. In order to build a successful practice, a firm must ascertain its objectives, develop a marketing and business development plan, and communicate the services that it offers, the areas in which it is proficient, its accomplishments, and how it can achieve results.

Maize Marketing Strategic Communications provides solutions that are necessary for any professional services firm to succeed in today's competitive marketplace, functioning as an advisor and partner to our clients, producing effective communications, raising their visibility, supporting their business development efforts, and providing them with a competitive advantage. The services that we provide include:

-  Establishing and reinforcing a firm's brand.**
-  Developing and implementing media relations strategies, utilizing new media tools, and creating client-focused marketing and collateral materials that align with a firm's business objectives.**
-  Writing newsletters, client alerts, articles, professional biographies, practice area summaries, matter and case summaries, and other content that highlights a firm's accomplishments and expertise in targeted areas.**
-  Integrating online and traditional communications tools by creating and maintaining pages on social media websites, writing and managing blogs that focus on targeted practice or industry areas, preparing materials that regularly update a firm's clients on breaking news and developments, and related services.**
-  Developing and maintaining company websites, including writing relevant content.**
-  Providing traditional and online public relations services.**
-  Facilitating coordination among professionals to help set the stage for effective business growth and relationship building with clients, prospects and referral sources.**

We welcome the opportunity to work with you and your firm.