

imprint

STRATEGIC COMMUNICATIONS & ADVOCACY

about imprint ▼

Your message matters. To cut above the fold, you need bold, clear communications that aren't just noticed — but remembered.

Luckily, that's our secret sauce.

We're Imprint Communications, a full-service strategic communications and advocacy shop. Consider us your partner in bringing your story to life.

communications & advocacy ▼

strategy development

Landscape Analysis to assess the internal and external forces that could affect your organizational objectives and communications strategy.

Audience Mapping and Strategic Plan because the more clearly you define your audiences, the more strategically you can move them to action. Together, we'll identify who you want to reach and what it'll take to get on, and stay on, their radar.

messaging creation

A messenger is only as strong as their message. Our audience-tailored **message box** and **proof points** build your team's capacity to deliver cohesive *and* strategic messaging.

thought leadership

Editorial Calendar to strategically orient your content. From placed op-eds to blogs, we get you out in front as a go-to industry voice.

Media Pitch Templates and Media Lists for you to plug and play — sending pre-written, angle-driven pitches directly to your target reporters.

digital engagement ▼

digital analytics

We take a **deep-dive into your existing social media channels** to track performance and identify needed changes to best reach your audiences.

social media strategy

Content Recommendations and Posting Schedule to maximize reach and impact.

Engagement Tactics to get on the radar of key networks.

List of Key Handles to Follow to support relationship-building efforts.

content & engagement

Social Media Support because social media mandates your active participation. We create posts and toolkits; offer counsel for paid social; and actively engage with relevant content.

Evergreen Social Media Content so you have material to post at any time, across any channel. This helps you build and maintain brand visibility, outside of forcing events and/or industry developments.

web design & copy

From **design** to **UX** and **copy creation**, we're here to help get you noticed.

writing & editing ▼

ghostwriting

Op-eds? LinkedIn articles? Video scripts? Talking points? We're flexible, adaptable, and wicked quick.

storytelling

Human interest stories bring your impact to life — all in 500-700 words. These stories can be adapted for your website; social media; fundraising campaigns; and annual reports.

meet your thought partner ▼



emma beck, *imprint founder and chief communicator*

Emma is a former journalist and award-winning strategic communications professional.

Named by *PR News* as a 30 under 30 Rising PR Star, Emma has 13+ years of experience driving communications, media, and advocacy campaigns for mission-driven, progressive clients. Emma is passionate about social change. She teaches yoga. And she'll choose tea over coffee, every single time.

www.imprintcommunications.org