

Generate impact using communication techniques that get your brand noticed



Leader in Strategic Communications

Getting noticed in today's market is a challenge for any organisation when competing with other brands. How do you get noticed? How do you stand out from the crowd? How do you communicate your messages effectively and efficiently? How do you generate new leads for business growth? The answer is to use clever communication techniques incorporating key services, such as:

COMPANY BRANDING

Communicate your strategy and positioning to help drive your business forward. Ensure your company branding reflects your messages effectively, including your unique selling difference (USD), in all your publications.

PUBLIC RELATIONS

Use promotional activities to create a strong public image of your company. PR activities include helping the public to understand the background and mission of your business, while conveying information about your products or services. When done properly, public relations can reach a large proportion of your audience without the expensive cost of traditional advertising.

DIRECT MARKETING

Get your message across clearly and concisely, while getting your brand noticed. Direct marketing maximises your impact and puts cash in your pocket with clever copywriting, while using referral systems, testimonials and database building.

SPECIALISED SERVICES

- Brand Building & Positioning
- Strategic PR Campaigns
- Media Relations
- Media Training
- Template & Training Downloads
- Publications
- Events
- Websites
- Copywriting
- Referral Systems
- Testimonials
- Database Building
- Sales Letters



Jodie Parry - Director, Parry Communications

“Even in the current market there are communication techniques that can maximise the impact of your brand.”

With a background in journalism and psychology, Jodie Parry is a communications specialist with over sixteen years experience in evaluating, devising and delivering strategic campaigns for charitable organisations, government agencies and corporate companies within the health, science, finance, mining, property, retail and IT sectors.

Establishing a strong brand presence is vital for any size business.



MEDIA RELATIONS

To generate publicity means having a third party relay your company messages at no cost to you, which adds credibility to your brand. Understanding how media works and how to get publicity is vital in achieving your outcomes.

- Media Releases
- Media Launches
- Proactive Publicity
- Media Briefings
- Established Media Contacts
- Media Monitoring

MEDIA TRAINING

Arm yourself with the tools so you feel confident when talking with the press. You'll learn what messages to relay and how to handle difficult interview questions with proficiency and ease. Don't face the media alone; ensure you are armed with all the knowledge that puts you in the driver's seat. We'll look at theory first then you'll get put to the test with mock interviews in front of the camera.

EVENTS

A great way to reach your stakeholders is to host an event that makes an impact the first time, with correct brand positioning and targeted messages.

WEBSITES

To have an online presence means you have a global reach in the marketplace. A good website caters for the needs of your stakeholders, is user friendly and turns visitors into long-term users.

- Site Planning & Content
- Sales Maximisation
- Site Navigation

DOWNLOADS AVAILABLE

Media Release Templates. To get publicity you need to write media releases that get results. Throw confusion out the window when you download ready-to-go media release templates, that you can personalise. You don't have to worry about writing or correct setting out. The work has been done for you, which saves you time and money.

Media Training Kit. Protect your company's reputation by learning how to skilfully deal with media. This DIY Media Training Kit is a must for those who want expert advice on what to say, how to dress and how to handle difficult questions, plus much more. Don't learn the hard way by getting it wrong on camera! Go to www.parrycommunications.com.au to download.



parry communications
GETTING YOUR BRAND NOTICED

TESTIMONIAL

"As a business owner, Jodie Parry's assistance has been invaluable.

Right from the start and every step of the way she has gone above and beyond my expectations to provide me with direction and expert business and marketing advice. She is a wealth of information on everything from business and marketing to generating free publicity.

If you are ready to take your business to the next level I cannot recommend Jodie highly enough."

Sasha Pharlibay, Success Coach & Business Owner, Australia

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