

# IMPACT!

“Linking Companies to their Communities”

## ! *Branding Your Image*



[Susan Jeanne Mertz](#)  
President

Call us.  
Begin to  
make an  
IMPACT!  
today.

843.821.3283

[susan.mertz@  
impactpr.net](mailto:susan.mertz@impactpr.net)

[www.impactpr.net](http://www.impactpr.net)



### It's all about PERCEPTION — and good PR

How you and your company are perceived is just as important as name and logo recognition and that public perception **IMPACTS** your financial sheet!

An organized, proactive Community Relations Plan encourages employee and company involvement in the community, initiates strategies to receive public recognition, and provides opportunities to increase your visibility, build your credibility, and create a strong likeability quotient.

### What is your Community Brand Quotient?

How will your customers, clients, and community view you in 2006?

[Contact IMPACT! today!](#)

**We'll Brand Your Image with IMPACT!**

**IMPACT!** experts create individualized, on-going proactive community relations plans that incorporate strong public relations strategies and targeted marketing venues with activities where you receive the most value and benefit from your marketing dollars and contributions to worthy community organizations.

[Contact Susan: Susan.Mertz@Impactpr.net](mailto:Susan.Mertz@Impactpr.net)

### Strategies that create a positive public image:

Linking up with local education systems increases your company image in the community and makes a valuable **IMPACT!** on future voters and decision makers.

Providing opportunities for employee recognition demonstrate their leadership and decision-making acuity to the community.

Publicly highlighting company involvement and contributions will brand a positive image of you and your company to your colleagues, customers, clients, and the general public as a responsible industry citizen that provides the community with benefits and services that touch and enrich the lives of all citizens.

Showcasing employee achievements will publicly reward employees for their contributions to the company and to the community. It also puts recognized faces in the community in place of an unknown entity and associates positive actions with your company name.

### How to get Started

- \* Identify your company and personnel strengths.
- \* What organizations are you already involved with?
- \* What are you comfortable doing?
- \* What are the limitations of the site or employees?
- \* Call the experts at **IMPACT!** 843-821-3283

## Make an **IMPACT!** in 2006

### **Make an IMPACT! with "Customized Communications"**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

### **IMPACT! your community with "Messages that Matter"**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

### **Understand how to better IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.