

Clear Direction*

A green origami boat is positioned behind the text. The boat is made of folded paper and has a small black asterisk on its side. The text 'Clear Direction*' is written in a large, bold, yellow font. The word 'Clear' is on the top line and 'Direction*' is on the bottom line. The asterisk is located at the end of the word 'Direction'.

* **DISCLAIMER:** A premium, strategic marketing and communications plan is non-negotiable for firms wishing to remain competitive, relevant and profitable. Enter Society 54. Are you in?

MARKETING & COMMUNICATIONS

It's no secret that our industry has seen unprecedented change over the past several years— and we certainly don't see this progression slowing down anytime soon (...or ever). Technologies, strategies and capabilities are ever increasing. These factors, in conjunction with today's business trends, economy and political environment, make marketing and communications more important than ever. A premium, strategic marketing and communications plan is a non negotiable for firms wishing to remain competitive, relevant and profitable. Enter Society 54.

At Society 54, marketing and communications challenges make us tick. It thrills us to drill down to the core of our clients' marketing and communications needs, and to establish customized plans and programs that align with firm-wide strategy. Our plans incorporate big-picture concepts and strategic, tactical action steps to address the concerns of all firm audiences. Once plans have been implemented, we work with clients to demonstrate tangible ROI by closely monitoring their market share and tracking for signs of change in the competitive landscape.

We have proven experience solving our clients' most complex marketing problems, and can create custom programs on any budget. We can also provide a la carte support with items such as RFP responses, collateral pieces, public relations, competitive intelligence, benchmarking and evaluation, and internal cross-selling.

SOCIETY 54

Let's face it— we all want to be “in”. Not much has changed since the days of picking teams for recess kickball games. As adults, we still have an innate desire to be the first ones “picked”... only this time around, we're professionals who want to be chosen when a colleague needs consultation... and the competition is fierce! There's no denying that it still feels good when others want what we as hard-working professionals have to offer. Be it experience, leadership, ingenuity, strength or speed, we want others to recognize the extraordinary value and talent we can provide. So at Society 54, we ask one primary question: Are You “In”?

SOCIETY 54 CAN HELP YOU TO:



Increase firm and practice visibility



Establish a representative brand identity



Implement marketing processes



Develop thought leadership content that appeals to and benefits your clients



Determine your overall marketing direction and strategy



Identify unique differentiators and target market



Identify areas of strength and opportunity



Generate internal buy-in and feedback

