

# Experience & results

Action Strategies combines all of your writing, polling, marketing, and Public relations needs. With Action Strategies, you are **GUARANTEED** hands-on only senior-level attention to your project.

Here's a sample of success stories

## Action & Results:

- » Marketing your business through the media
- » Branding packages
- » Marketing & web copy writing
- » Media buying

Marketing  
Communications

Communications  
Consulting & trademark  
Branding

PR & Media relations

**Client:**  
Freelancewell.com

As a start-up internet business, Freelancewell needed to set itself apart from the rest

Action taken

Full blown marketing plan to give Freelancewell.com a profile in its market

Results:

'Marketing through the news' saved Freelancewell.com thousands of dollars over traditional advertising means

**Client/ Employer :**  
Canadian Construction Association

The CCA felt the time had come to review its brand & overall message to the public

Action taken

Interviews were undertaken with external stakeholders.

Membership survey was drafted & results tabulated

Results:

A task force was struck to review CCA's communications protocols & the organization is now well on its way to establishing itself as a leading voice in Ottawa

**Client:**  
Freeprinters.com

Newly launched, this Texas-based printer distributor needed to get out "the buzz" on its line of printers in a highly competitive market

Action taken

Extensive research and outreach was developed with the leading trade publications of Freeprinters' client base. A thorough effort was invested in pulling the story value of its services.

Results:

Developing relationships FOR the client, significant placements were achieved in publications such as PC World, InPLANT Graphics, and Office Solutions Magazine.

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