

Services & Areas of Expertise

National and International Public Relations

Communications is the voice of businessman success. At no time in the history of business is this more applicable. Consumers are bombarded with over 5,000 visual messages per day. Add in auditory and passive messages, and the number is overwhelming. But people *still* respond to a good story. Telling your company's story should be a top priority, however, it is often overlooked. How often have you looked at the news section on a company's website only to find it years out of date and stale. Telling a business's story through earned media/PR are a cornerstone of the marketing toolbox.

Brand Creation and Revitalization

We define a brand as a company's promise to its customers. It's not just a logo or a tag line, though these are elements of a brand. Your brand is the heart and soul of your company and should be researched to ensure that you are speaking the right speak to your customers and other stakeholders. Whether you need a new brand for a start-up or a revitalization of an existing brand, the team is ready to jump in and handle your branding necessities.

Investor Relations

Keeping investors informed while staying within the regulatory guidelines is one of the most important components of the IR toolset. From pitch decks, investor collateral, analyst engagement strategies and investor events, we are experienced in creating the correct solution to achieve your shareholders communications goals.

Marketing Plan Development

For companies in a growth trajectory, a solid marketing plan is necessary to keep the business on track while maximizing opportunity and budget. We will work closely with your team to help identify the marketing direction, refine the story and develop the goals, objectives and strategies all wrapped in a tactical plan.

We are a marketing and public relations consultancy featuring stakeholder engagement in the form of investor relations, public relations, marketing strategy and brand development. We feature a team of contract professionals that bring specific areas of expertise to clients without the costly overhead. Ira Gostin brings his 30 + years in guiding companies in growth and corporate storytelling. He personally oversees all projects and clients.

Why hire a boutique consultancy? Agencies have tremendous overhead to manage every month. We bring agile, results-oriented marketing and communications strategies designed to help companies maximize their return on marketing dollars while actually moving the needle.

We tell a great story.

Contact Ira Gostin
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