

hi!



■ Communicating in Small Business

10.31.17

A G E N D A

- Introduction
- Who is Liquid Creative?
- Interpersonal Communication
- Written Communication
- Online Communication
- Elevator Pitch Exercise
- Q and A

Who is Kelly Thompson?

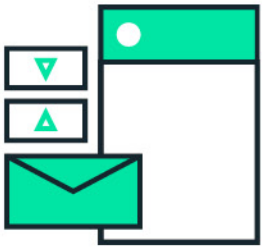
Who is Liquid Creative?



OUR MISSION

We propel brands strategically through **inspired** + **purposeful** work.

WHAT WE DO



Branding



Digital Marketing



**Strategic Marketing
Plans**



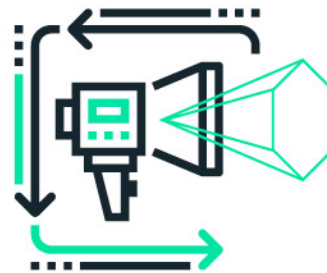
Web Design



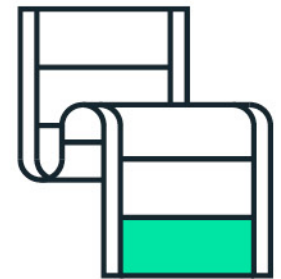
Content Creation



Social Media



Public Relations



Video

THE TEAM



April Schroeder
President



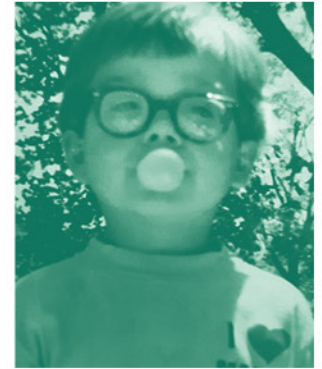
Scott Schroeder, APR
VP Operations



Kelly Thompson
VP Creative Services



Hector Del Valle-Sosa
Art Director + Designer



Nate Whidden
Web Designer



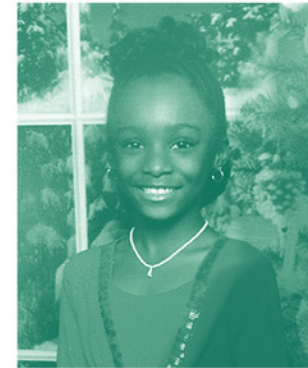
Rebecca Wentworth
Lead Copywriter



Marianne Gapuz
Graphic Designer



Carly Thibault
Account Manager



Xana Watson
Social Media Strategist

Interpersonal Communication

What is **interpersonal** communication?

- **Face to Face** communication/messaging
 1. Introduction
 2. Ask Questions
 3. Listen
 4. Reflect and Connect
 5. Close

Written Communication

What is the most important kind of **written** communication?

- **Emails**

1. The 3 C's
2. Professional
3. Create a template
4. Answer questions
5. Suggest solutions
6. Spelling/Grammar

Online Communication

What are the most common kinds of **online** communication?

- **Blogs and Social Media**

- **Blogs:**

1. Type- page or feature
2. Keep it brief (600 words)
3. Dummy it down- informational yet informal
4. Create a CTA

- **Social Media:**

1. 60/40 rule

2. Tone

3. Images

4. Frequency

5. CTA

6. **REPLY!!**

Elevator Pitch Exercise

Q and A



TRUST US, WE'VE GOT THIS!

Call **352.600.5050** today to get started!

liquidcreativestudio.com



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