



Full list of capabilities

Digital

- Audits
- Analytics
- Audience development
- Database management
- Device ID geofencing
- Digital radio
- E-mail marketing
- Mobile and tablet apps
- Micro-proximity geo-fencing
- Newsletters
- Online surveys
- Research
- Retargeting
- Tracking/ measurement
- SEM
- SEO
- Social media strategy
- Social media management
- Strategic planning
- User experience
- Website development
- Webinar programs

Content

- Blogs
- Brand strategy
- Content development
- Content management
- Content marketing
- Content strategy
- Editorial services
- Focus groups
- Inbound marketing
- Influencer outreach
- Interactive visual content
- Newsletters
- Podcasts
- Photography
- Promotion/ merchandising
- Production management
- Readership studies
- Research
- Strategic planning
- Video production
- Webinars
- White papers

Traditional

- Advertising sales
- Annual reports
- Direct mail
- Editorial services
- Event planning
- Focus groups
- Postal management
- Pre-press management
- Print project management
- Publications
- Photography
- Production management
- Readership studies
- Sales enablement
- Subscription management