

WE FOCUS ON MAKING YOU LOOK GOOD.

WHY JACKSON PARKER COMMUNICATIONS?

We are known for innovative PR and integrated marketing plans that communicates an effective message and makes a connection with each targeted audience.

We have a network of creative professionals.

We focus on you.

We understand that **your voice** and **your vision** are important.

Not just one method; we use an integrated marketing strategy.

To break through the media noise and get the attention of busy people requires a comprehensive, innovative and strategic communications plan that uses a mix of public relations, advertising, direct marketing, and social media and website solutions.

We are successful in creating and pitching innovative and newsworthy stories to the press.

We develop creative and professional promotional materials that stand out.

We develop quality and unique events that make a statement.

We have experience working with an array of clients – **government, private, and not-for-profits.**

WHAT'S YOUR STORY?

Let us help you develop
**your message, look, and
media promotion.**



Why Not Stand Out?



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Jackson Parker Communications, LLC is public relations consulting firm that offers integrated marketing solutions that include a strategic blend of traditional marketing and public relations, social and digital media, event planning and management, and community outreach to reach your target audiences.

The lead principal, Jennifer J. Parker, is known as an innovative and strategic entrepreneurial leader that gets the job done. She has over 10 years of demonstrated success as a small business development consultant with experience in public relations, integrated marketing, corporate communications, power networking, and developing and implementing high-profile events.

UNDERSTANDING PR

Why You Need PR

Public Relation consultants serve as brand coaches that develop strategic communications plans and promotional campaigns that connect you with the audiences you need to reach.

Publicity is the art of creating interest. It builds your identity, creates name recognition, and compels people to act.

OUR APPROACH

Creating Your Message: Creating the Right Image: Making the Right Connection.

Although the process starts with you, the ultimate goal is to help your organization connect with your target audience(s).



HOW WE CAN HELP

CAPABILITIES INCLUDE:

- Government Projects
- Small Business Marketing and Business Development
- Not-for-profit Marketing and Fund Development
- Healthcare Marketing
- Strategic Community and MWBE Outreach
- Social Change Campaigns
- Crisis Management and Brand Rehabilitation
- Event Planning and Management
- Branding

SERVICES:

- Marketing and Communications Plans
- Graphic Design
(Business cards, logos, letterhead, ads, brochures, post cards, newsletters, capability statements and more)
- Press Releases and Media Management
- Social Media Development and Maintenance
(scripts for television, radio and video projects)
- Multimedia Development
- Website Design and Content Development
- Personal Branding Consultation and Workshops

