

Who we are: Leslie Brooks is owner and principal of *Leslie Brooks PR & Marketing*. She has years of practical experience and a solid understanding of public relations and marketing strategies. A proven leader and performer, she is team-oriented, results-driven and customer-focused.

History: Prior to opening *Leslie Brooks PR & Marketing* in 2006, Leslie was director of marketing and public relations for the successful injury law firm, Crumley & Associates, PC. As a key member of the firm's senior management and strategic planning teams, she utilized her public relations and marketing skills to help the business more than double its size and revenue in a four-year period, making it the largest injury law firm in North Carolina. She has created and implemented successful public relations programs and campaigns generating thousands of dollars worth of FREE television and print coverage. Her professional history includes work as director of development for a nonprofit agency, as an ad agency public relations account manager and as the director of a trade organization.

What we do: *Leslie Brooks PR & Marketing* specializes in public relations and marketing communications, merging traditional and new media marketing and public relations best practices with high-touch client relations. We turn buzz into business for you.

Services:

Consulting:

- Assessment of current PR and marketing activities
- Planning and implementation of integrated PR, marketing and media relations campaigns
- Liaison between ad agency and business to facilitate clear communication and consistent message throughout all PR and marketing materials and activities
- Creation of specialized PR and marketing programs and packages tailored to specific needs

Brainstorming Sessions:

- In person or via phone

Select PR / Marketing Products and Services:

- PR and marketing plans
- Event specific PR and marketing
- Basic business collateral package including:
 - Company fact sheet
 - Company background sheet
 - Product fact sheet
 - Bios on founders / senior management
 - Mission statement
 - Client / partner list
 - Press kit (contains company logo; company fact sheet; articles about company; press release if appropriate; company background; business card)
- Media lists
- Targeted and search engine optimized press release packages / pitch and sell stories to media

Writing Services:

- Website text and / or evaluation of existing website with amelioration
- Fact sheets
- Television and radio advertising copy
- Print advertising copy
- Catalogue copy
- Business letters
- Other marketing text
- Company profiles and leadership bios
- Press kits