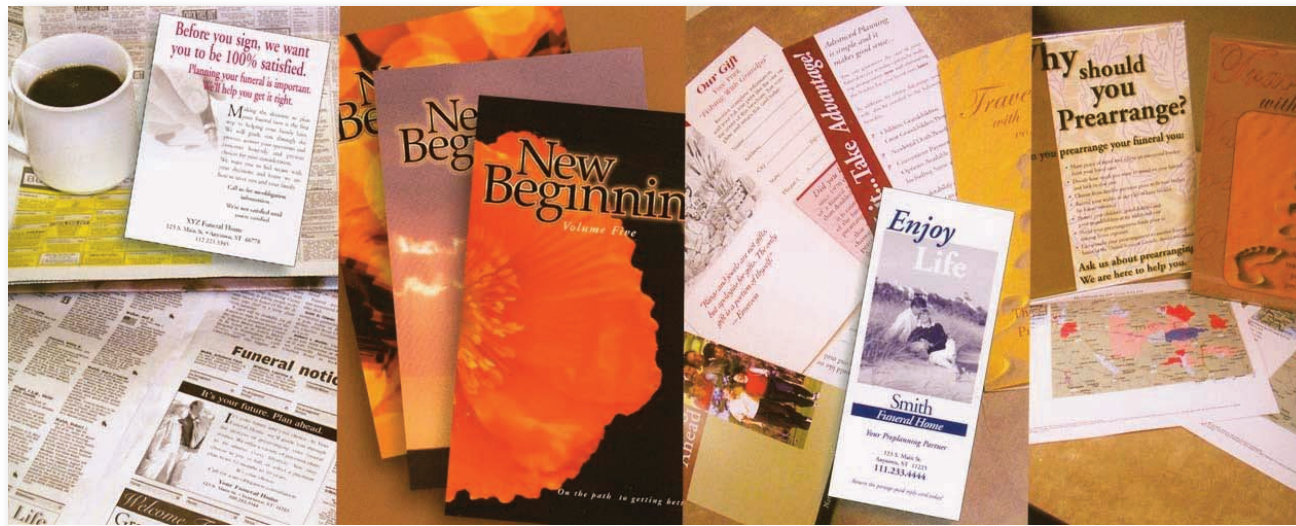
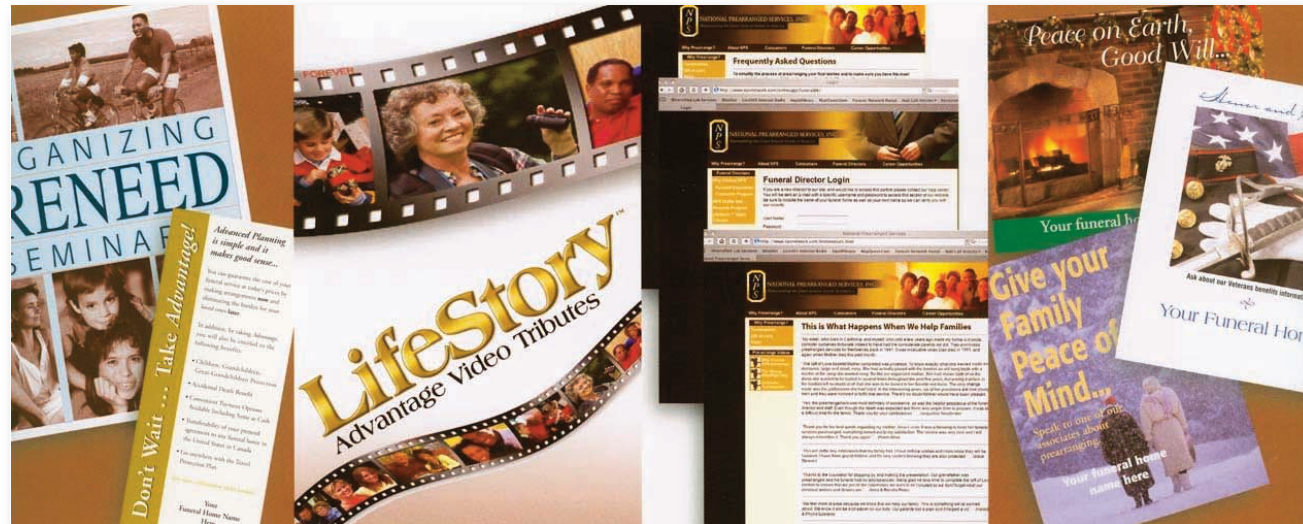


Writing, marketing, project coordination



Target marketing is a very effective method to get material to your specific audience, whether online, in print, radio or television. By defining a specific demographic, the client can also reduce costs by not sending materials to disinterested groups.

I wrote these marketing materials for a very specific audience—age 60 and over. This group of potential consumers determined the feel of the piece, colors, graphics, style of writing and text size to ensure readability.



Components include direct mail brochures, funeral home literature, in-house displays with text, website text and display advertisements, both standard and with holiday themes.

For funeral directors, I planned multi media marketing campaigns targeted for specific demographics, wrote news releases, feature stories and seminar guides. All projects were planned and executed to elicit the best results for clients, That's quite a challenge when the product is funerals.