

Communication

The key to a successful communication plan requires the identification of three vital components—audience, message, and vehicle. Put simply, ask these questions: Who needs to hear your message? What should the message say? How can you deliver the message most effectively? These components are simple concepts that tend to get muddled in the execution. CenterPoint can help you spread the word effectively.

Strategy Development

Research and planning are the heart of a communication strategy. CenterPoint asks questions, tests the answers, hones the logic, and compares the merits of divergent courses of action. In the end, CenterPoint builds consensus for an understandable and actionable document that answers the Who, What, and How questions and leads to a clear path for achieving the organization's goals.

Marketing

Marketing is a broad term encompassing a wide range of sales, merchandising, and customer relations functions. Put simply, marketing gauges public interest in products or services and oversees the strategies to deliver the products or services to the appropriate audiences. Marketing executes the communication plan by using advertising, public relations, and a host of other related activities. Good marketing never sleeps. It continuously analyzes feedback, redefines audiences, and evaluates outcomes. CenterPoint's marketing services include but are not limited to:

- Print Design: brochures, flyers, monographs, books, posters, and related collateral material.
- Media: media research, placement, scheduling, and campaign design.
- Multimedia Design: interactive CD design, web, and email design.

Public Relations

Public relations isn't unpaid advertising. A successful public relations strategy builds positive public perception of your product, service, or organization by offering compelling research, information, or knowledge to traditional and non-traditional news outlets. Written and presented properly, your research, information, or knowledge becomes news that publishers, editors, reporters, and bloggers want their audiences to know. CenterPoint can help you with press releases and events that build goodwill, broaden your reach, and extend your message to target audiences.

Spanish/English Translation Services

CenterPoint Institute has bilingual capability, in house, to translate documents, websites, and audio from Spanish to English and English to Spanish. Having this expertise on staff saves clients time and money.

Project Management

Coordinating all of the facets of a communication strategy is a detail-oriented, time-consuming process: proofs and delivery dates for printed materials, benchmarks and monitoring for web projects, press release distribution and follow-up, media buying and scheduling, and dozens of other essential tasks. CenterPoint Institute can manage, implement, and evaluate every aspect of your communication plan to make certain that strategic goals are met.



CenterPoint Institute
guides for decision makers