

# **Education Communication and Marketing**







We craft and execute custom communication strategies that inform, engage and motivate clients' key audiences.

With more than 25 years of experience within education and public information, our services can be strategically designed to help clients meet their goals in every educational environment.

**Research:** stakeholder, marketing, employee, consumer Branding: names, logos, messaging, voice, style, design

Creative: concept development, production

Media: earned, paid, owned, digital

Plans: public input, marketing, communication, crisis

## **Our Why**

Wiser Strategies helps organizations and the people who run them achieve greater success through effective communication.

### **Our Values**

- Think deeply and creatively
- Respect each other
- Create change
- Dream large
- Communicate clearly

# **Our Certifications**





# Sample Clients

Catholic Way Bible Studies Central Kentucky Blood Center Centre College City of Lexington Community Ventures EKU Workforce & Community Edu. Kentucky Association of Education Kentucky Chamber of Commerce Kentucky Office of Highway Safety Kentucky School Boards Association KY Association of Gov. Communicators Lexington Catholic High School Lexington Emergency Management Lexington Public Library R. J. Corman Railroad Group Renaissance Learning Program YMCA of Central KY



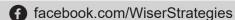
### NAICS Codes

541810 541430 512110 91503 91573 91876 541910 541613 541611

### **NIGP Codes**

91522 91826 96153

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