

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

DBE, WOSB, WBE



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







wiserstrategies.com

NAICS Codes

541810 541430 512110 91503 91573 91876
541910 541613 541611 91522 91826 96153

NIGP Codes

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