



Delivering Quality, Revealing Excellence

Marketing/Communications

SeaCrest Company specializes in helping associations and certification programs better communicate with their stakeholders by following a well-developed process of auditing current communications programs, providing recommendations to improve or update current strategies, and implementing customized solutions.

Services

- **Communications Audit**

SeaCrest's experienced staff will conduct a thorough assessment and examination of your current communication programs. The audit will address questions to help us understand how you communicate and why, such as: Who are your members and stakeholders? How do you communicate with them? How are messages developed? How are they distributed? Do members act on the messages? How much are you spending to communicate with your stakeholders?

Our detailed report outlining the answers to these questions, and others, will give you insight into your communications from an outside, objective view.

- **Recommendations**

After conducting the assessment of your communications, SeaCrest will develop a plan that incorporates specific recommendations to improve communications to your target audiences. We consider your, and your audience's, unique needs to customize action steps to fit your budget.

- **Implementation**

Too often organizations develop plans that end up gathering dust on the shelf. SeaCrest guides its clients as they implement the recommended action steps by generating timelines, writing content, managing distribution, and developing reports so you know what's working and what's not.

Contact Information

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