

At Avalon we...

Cultivate Relationships
Generate Awareness
Build Credibility
Drive Sales

And we're ready to work for *you*.



About



Avalon Communications is a strategic public relations firm specializing in delivering creative ideas to proactively communicate our client's message, increase visibility and drives sales

Established in 2005 as a full-service public relations firm, Avalon built relationships early. Today, we call Austin, Texas home as we continue to cultivate those relationships as we stand by our client's work and position them in the best light.

We work closely with our clients in developing key messaging to reach their target audience, by way of the media. Whether the goal is to launch a new product, better position a company within a target market or increase overall visibility of services and products, we help produce tested and measurable results.



We utilize our depth of experience and established media relationships in order to outreach strategically and position our clients in their unique markets. In the end, our work attains high value recognition for our clients while attracting the right consumers and retail alliance.

Our key industries include:

Housewares

Home Decor

Lifestyle

Food

Parenting

Fashion

Pet

Technology

Baby

Organic/Green Living

Fitness

Outdoor



Core Offerings



Avalon Communications offers completely customizable program options, tailored to fit our client partners.



Company and Product Launch

We help your company hit the ground running.

Whether launching a brand or introducing a new product, our team develops and implements effective positioning strategies to reach the target consumer and move product from the retail shelf.



Media Exposure

Broaden your audience across every outlet.

We pride ourselves on being in the know on the key media influencers that can drive exposure of your product. Our focus is to pursue and secure national, regional, trade and online coverage.



International Product Positioning

Expand your reach into the U.S. market.

Working with companies throughout Asia, Europe, Canada, Australia and South America, we use our market expertise to successfully bring new products and brands to the U.S. consumer.



Branding

Personalize your identity with cohesive design.

Driving awareness is one thing, but to effectively position your company within the market, a solid brand identity is crucial. We can help with everything from a company logo to business collateral.



Social Media

Reach your active and influential consumer base.

We help establish your brand's social presence while consistently interacting with your dedicated audience and building your loyal fanbase and capturing the viral market.



Tradeshow Support

Gain guidance and organization for the big event.

New and established brands must utilize industry tradeshows in order to connect with and extend your retail channel. We use our market expertise to help guide you through the process.

Core Offerings



Our most popular program options are tried-and-true and tailored to fit companies uniquely and strategically.



Media Exposure

With established roots and contacts throughout the North American consumer and trade media, we pride ourselves on being in the know on the media influencers that can drive exposure of your product. After identifying your target markets and key messaging, we work diligently to secure coverage through media communications. The end result is a supported retailer base and product awareness.



International Product Positioning

As a firm in-the-know, we diligently help promote your products and brand to prospective retailers in order to effectively integrate into the American retail channel. Once we extend your reach into the U.S. market, we actively communicate information on your company and products through the media in order to drive sales and support your retailers.



Social Media

We know how complex the social media environment is today, so we simplify social. By engaging with active users and followers in your industry, we help establish and maintain your social presence while creating and capturing a viral community. Our team can help your company by managing Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube.

Media Exposure



Driving media exposure isn't only a key component to any public relations program, but it happens to be our area of expertise.

With established roots and contacts throughout the North American consumer and trade media, we pride ourselves on being in the know on the media influencers that can drive exposure and acceptance of your product.

As a brand with established distribution, our programs will focus largely on pursuing and securing national magazine coverage within the verticals that your product line addresses. The balance of the program will be broken up to pursue and secure targeted regional, trade, and online coverage.

Newly launched brands require a dedicated focus to the generation of trade coverage in order to solidify the product line within the industry. While generating trade coverage, we work to secure regional coverage and support of your existing retail partners. Progressively as the retail channel broadens and/or you begin selling online, we extend our reach into the national media.

Key Media Exposure Components Include:



Identification of target markets addressed by the product line



Development of key messaging



Consumer and Trade outlet identification including:

- National Magazines
- National Newspapers
- National Broadcast
- Regional Magazines
- Regional Newspapers
- Regional TV Programs
- Online Sites and Blogs
- Trade Publications



Development of introductory press release(s)



Consumer and Trade editor and producer identification



Ongoing communication with media targets to position brand and products for coverage



Quarterly media ROI analysis showing coverage achieved and associated media value



International Product Positioning



We help international companies navigate the U.S. market by utilizing our PR and U.S. Brand Awareness Strategies

As an international company working to develop your brand in the United States, you must be diligent in promoting your products to prospective retailers in order to effectively integrate into the American retail channel. Likewise, as you extend your reach into the U.S. market, you must actively and consistently communicate information on your company and products through the media in order to drive sales and support of retailers. This is often very different than how you might expand your available market in your country.

Avalon works with companies throughout Asia, Europe, Canada, Australia and South America to successfully bring their products and brand to the United States consumer.

Our services for international brands include:

- Translating Corporate Materials to English
- Message Development to Reach your U.S. Retailers and Consumer Base
- Guidance on Trade Show Attendance
- Assistance with Locating and Securing Sales Representation throughout the U.S. Retail Channel
- Brand and Product Launches
- Active Outreach to North American media to drive coverage throughout the Mainstream Consumer Press
- Social Media Program Implementation
- Branding, Logo and Collateral Development
- Website Development and Maintenance



Social Media



You can count on the Avalon team of experts to manage your online presence to help you achieve your business goals in an increasingly word-of-mouth heavy market.

WE STREAMLINE SOCIAL

- Create** a viral community.
- Develop** content that engages.
- Manage** activity and conversations.
- Optimize** traffic through campaigns
- Align** social strategy with company goals.

At Avalon we understand the importance of getting your brand in front of your complete consumer base and this includes actively communicating and interacting with the viral market. Today, more and more companies and people are utilizing social media as a form of giving and getting news, staying current on trends, and re-searching consumer products. In short, if your brand does not have a social media component in place, you are not reaching an important segment of your available market.

Avalon's social media program services include:

- Establishing your brand's presence on primary social media platforms Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, etc.
- Developing a targeted program to increase and actively interact with your fan base
- Utilizing Facebook ad campaigns to capture your audience and increase your fan base
- Creation of graphics mirroring your brand's personality and voice
- Ongoing and creative interaction with your social media community to personify the brand and develop loyal followers who regularly communicate with and support the brand

64%

B2B RATE SOCIAL MEDIA AS THE SECOND-MOST IMPORTANT FACTOR (64%) IN SEARCH, BEHIND ONLY STRONG CONTENT (82%).

75%

ONE-THIRD OF GLOBAL B2B BUYERS USE SOCIAL MEDIA TO ENGAGE WITH THEIR VENDORS, AND 75% EXPECT TO USE SOCIAL MEDIA IN FUTURE PURCHASES PROCESSES.

77%

77% OF BUYERS SAY THEY ARE MORE LIKELY TO BUY FROM A COMPANY WHOSE CEO USES SOCIAL MEDIA.



We hate goodbyes.

Don't let this be the end. We would love to discuss how we can help grow your business. Feel free to call, visit us online, or, if you're in the area, stop in and say HI. We're ready to work for you.

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