

Who We Are:

Carroll & Company Communications, LLC is a women-owned small business specializing in comprehensive communication planning, implementation and evaluation for government agencies, nonprofit organizations and small businesses. Our reputation is built on providing evidence-based communication counsel and delivering integrated marketing plans that get results.

Our Mission:

Simply put, our mission is to leverage the power of communication to make the world a better place. We do this by providing stakeholders with the information and tools they need to promote healthier, safer and more prosperous organizations and communities.

Benefits of Working with Carroll & Company:

Depth of Experience

We have more than 20 years of experience in marketing, public relations and corporate communication strategy development and implementation.

Custom-Built Creative Teams

We partner with some of the brightest, most creative and experienced people in the business to custom build teams that meet your unique communication needs.

Project Leadership

Carroll & Company's project leaders are visionary, collaborative, solution focused and have a passionate commitment to communication that moves the needle for our clients and their stakeholders. Our leaders know how to balance business operations with the creative aspects of communication development to meet project deadlines, budgets, and quality expectations.

What We Do:

- Strategy Development
 - Market research and analysis
 - Integrated marketing communication strategy development –
 - Establishing goals, objectives and evaluation measures;
 - Defining and segmenting audiences;
 - Developing and testing messages;
 - Identifying media channels – paid, earned and owned;
 - Campaign planning
 - Project management
 - Brand development and positioning
 - Media planning and management including social and traditional media

- Material/Content Development
 - Creative concepting and design
 - Digital Content development
 - Web design and development
 - Infographics
 - Videos
 - Web copy
 - Social media campaigns
 - E-newsletters
 - Motion graphics
 - Webinars/podcasts
 - E-mails
 - Interactive exercises, assessments and trainings

 - Material Development
 - Print materials
 - Direct mail
 - Television commercial production
 - Radio commercial production
 - Online ad design and placement
 - Outdoor advertising
 - Point of sale

- Dissemination
 - E-mail campaign
 - Direct mail campaign
 - Community outreach
 - Ad placement

What We Do (cont):

- Media Communication Training
 - Consultation and Technical Assistance
 - Webinars & Pod casts
 - In-person
 - Online

- Media Relations
 - Media strategy development
 - Tool kit development – i.e. backgrounders, fact sheets, talking points
 - Spokesperson training
 - Story pitching
 - Media tracking

- Evaluation
 - Reporting & Analysis Utilizing:
 - Web analytics
 - Media tracking
 - Process reports

What Makes Us Different:

- Results
 - We believe we have a responsibility to deliver the best services at the best price
 - We hold ourselves accountable by continually measuring and reporting on the impact of our efforts.
- Knowledge
 - We value intelligence and believe knowledge is essential for effective problem solving and good decision making.
 - We believe in transparency and in providing balanced information so that stakeholders are able to make informed decisions.
 - We hold ourselves accountable for staying abreast of the latest research, and innovative techniques and technology in the communications industry.
 - Our leaders hold advanced degrees in communications, social work, health and education.
- Integrity
 - We build trust by listening and then respectfully providing guidance and telling the truth at every touch point.
 - We believe in doing what's right - even when no one is watching. When we make a mistake, we own it and we fix it.
 - We will walk away from a business opportunity rather than engage in unethical practices.
 - We hold ourselves accountable for delivering on our commitments and ask the same of all with whom we do business.
 - We believe that what you get paid should not exceed the value you bring.
- Uncompromising Quality
 - We believe that anything worth doing is worth doing well – no matter how large or how small the task.
 - We ensure quality by working with our clients to establish clear objectives and outcome measures.

How We Do It:

Approach

Effective interpersonal communication is 75% listening and 25% talking. The same is true for effective marketing and communication strategies. That's why we start – and end -- by listening to you, your clients, and anyone else who influences the perceptions, attitudes, decisions and behaviors related to your initiative, program, product or service. We work tirelessly to fully understand the scope of the situation - the environment, stakeholders, barriers to change and communication objectives. Only then are we able to develop communication plans and strategies that **engage** your target audiences and influence behavior change.

Creative Development

Once the communication plans are established, you need a highly creative, experienced team to bring the plan to life. Carroll & Company Communications works with some of the most accomplished professionals in the business from strategists, writers and designers to web developers, video production teams and social media gurus. Our business model enables us to custom build the creative teams your project needs.

Evaluation

Finally, we measure the success of the plan. Did it deliver as expected? What worked better than expected, and what fell short? We build your communication strategy on the best available research so that it achieves maximum results. We then measure its success so we know where to make adjustments in order to maximize opportunities going forward.

**Who We've
Worked With:**

ARCH Air Medical
Centers for Disease Control and Prevention (in partnership with
Banyan Communications)

Department of Defense
General American
LaBarge Products
Magellan Health Services
Mercantile Bank
RxResults
St. Louis Science Center
Sisters of Mercy Health System
SSM Healthcare
St. John's Mercy Medical Center (aka Mercy Medical Center)
St. Louis College of Pharmacy
United States Department of Agriculture (USDA)
United States Marine Corp
Veterans Administration – (in partnership with Reel Impact)