

ANGERMAN COMMUNICATIONS GROUP

“Marketing to the Internal Audience”

Presentation Synopsis

The role of internal marketing communications in any organization is to support strategic development, to ensure that everyone is clear about what it is trying to achieve, and to enable employees to work toward a unified goal. New communication tools are fundamentally altering the way our society reads news, expresses creativity, socializes and networks. Learn how to maintain open lines of communication, keep employees informed, enhance coordination among departments and most importantly – help non-marketing staff to perform tasks in a marketing-like manner.

Nadra Angerman Bio

Nadra Angerman is a sales-focused marketing consultant, passionate about new product development, rapid prototyping and direct manufacturing. She offers clients a multidisciplinary approach to business development with expertise in public relations, direct email marketing, website development and social media. Nadra blogs at www.rapidproductdevelopment.biz, a content publishing network she launched last year.

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