



## Who's Who in Advertising, Marketing & PR Firms - Alexander Marketing & Communications

June 14, 2022 - Spotlights



# Alexander Marketing & Communications

*Enhancing Your Brand While Expanding Your Reach*

Company Name: Alexander Marketing & Communications

Founder: Linda Alexander

Leadership: Linda Alexander, President

Year Founded: 2000

Total # Employees: Four

Services Provided: Full-service public relations, including earned media (publicity) and social media services, content writing, and event support.

If your firm had a "secret sauce", what would the base be and why?

For 22 years, we have represented a diverse range of clients in the "built world," including residential and commercial real estate brokers, developers, investors, and other visionaries! Our "secret sauce" is to tell their stories honestly.

In the last 12 months:

What recognition, honors or awards has your firm received?

Most recently, AMC was honored by Schneps Media at its "Power Women of Manhattan" event.

What project or campaign are you most proud of and why?

I would like to think all our campaigns have merit. But we are extremely proud of being able to provide useful publicity for many affordable income multifamily projects, industry-related non-profits,

adaptive reuse healthcare projects, and game-changing renovations, such as the reinvention of the iconic McGraw-Hill Building.

Which marketing trends have been most successful for your clients?

A strategic combination of earned media and social media is a trend that has consistently produced significant benefits for the businesses and people we represent. Together, these platforms convey our clients' brand message to many different audiences, raising their visibility for years to come.

Pro Tips:

With an increased need for digital marketing and PR to connect to a brand's overall marketing plan, what are some trends that are yielding a greater ROI for your clients?

A communications strategy comprising complementary messaging in earned media and relevant social media platforms, which in our case is often LinkedIn and Instagram, reinforces brand recognition and broadens audience reach. In addition, we often provide advertorial content for digital marketing consultants when working together on projects.

With the opportunities to build trust through face-to-face contact being replaced by virtual first impressions, what can firms do to ensure that their brand identity is strong and cohesive online?

When arranging media interviews, whether in-person or virtual, we advise clients to be straightforward and avoid obfuscation. If they are unable to comment on a specific question, we recommend being honest or state "off the record" if a response without attribution can provide background or context for a reporter.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540