



Who's Who in Advertising, Marketing & PR Firms - Great Ink

June 14, 2022 - Spotlights



Company Name: Great Ink

Founder and President: Roxanne Donovan

Year Founded: 1992

Total Employees: 10

Services Provided: Public Relations/Media Relations/Social Media

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

Our secret sauce is our passion for story-telling, sharing our enthusiasm for the commercial real estate industry and great business stories with journalists.

In the last 12 months:

What recognition, honors or awards has your firm received?

We were named one of America’s Top 50 PR Agencies in Observer Media.

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

We are most proud to have grown the business in a challenging market, while keeping our team safe and our customers satisfied.

Which marketing trends have been most successful for your clients?

Earned media is most effective – it’s also the hardest to achieve. You can’t buy it. We have to earn it, so we do.

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?

Earned media is the most credible, powerful type of communication to really move the needle for our clients. It’s the most challenging to achieve, but worth the effort.

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?

They can be consistent in their language and messaging, honing in on words and phrases and ideas that can be amplified—not altered—through multiple outlets.

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