



## **2024 Year in Review: AJ Sonnicks, ONE18**

December 31, 2024 - Spotlights



AJ Sonnick  
CEO

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

Our greatest professional accomplishments in 2024 were launching two innovative offerings at ONE18MEDIA to better support our clients and deepen our partnerships.

First, we introduced the 18POINT Discovery, a comprehensive audit of an organization's marketing and sales processes. This service incorporates competitor analysis, evaluates existing strategies, and delivers a fully actionable plan for growth. Clients have found it invaluable for identifying opportunities and achieving clarity in their marketing direction.

Second, we began offering content interviews, a streamlined way to create authentic, user-generated content. Through casual recorded conversations or detailed note-taking, we uncover unique insights that drive high-quality social content, such as videos and posts. This approach allows us to align more closely with our clients' daily operations and deliver content that truly reflects their brand voice.

These services have not only differentiated ONE18MEDIA in the market but have also helped us attract the kind of forward-thinking clients we're passionate about working with, making 2024 a pivotal year for our growth.

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