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Furia Rubel

Services

Our firm provides business and professional development solutions to clients by implementing integrated and proactive communications strategies through strategic planning, public relations, media relations, marketing, advertising, interactive communications, crisis communications, mergers and acquisitions communications and law firm communications.

- **Strategic Planning**

Audience Demographics, Best Practices Analysis, Communications Assessment, Target Audience Determination, Competitive Analysis, Market Research, Strategic Counsel

- **Branding**

Corporate Identity, Custom Art Creation, Focus Groups, Key Messaging, Logo Design, Market Research, Re-branding

- **Marketing and Advertising**

Advertisements, Annual Reports, Brochures, Collateral Materials, Flyers, Tradeshow Materials, Graphic Design, Direct Mail, Newsletters, Promotions, Partnerships, Sponsorships

- **Public Relations**

Articles, Community Relations, Media Relations, Publicity, Speakers' Bureaus, Special Events, Strategic Counsel

- **Media Relations**

National Media Outlets, City Regional Outlets, Trade Print Outlets

- **Interactive / Digital Media**

Online Advertising, Content Creation, Blogs, Email Marketing, Search Engine Optimization, Social Media, Video Design & Production, Website Design & Content

- **Website Design / Development**

Website Design and Development, Content Management Systems (CMS), Mobile

Website Development, Responsive Website Design, Multilingual Websites, Custom Mobile vCards, RFP Management, CRM Integration, Blog Integration

- **Internal Communications / Employee Relations**

An organization's management and employees are its biggest assets. It is vitally important to make certain that all employee communications are handled strategically and effectively.

- **Law Firm / Legal Marketing**

Legal Marketing, Law Firm Branding, Legal Industry Websites, Continuing Legal Education (CLE), Client & Employee Newsletters, High Profile Trial Media Outreach and Training, Seminars, Trade Relations, Keynote Retreat Presentations

- **Crisis Planning / Crisis Communications**

Business Ally Third-Party Development, Community Relations, Crisis Media Training, Media Relations, Message Development, Strategic Planning and Counsel

- **Mergers and Acquisitions**

Beneficiary Relations, Crisis Communications, External Communications, Funder and Donor Relations (for non-profits), Government Relations, Industry and Trade Relations, Interactive Communications / Social Media and Internal Communications