

@ISSUE

Insights on Important Marketing Communications Issues

Updates from Allerton Marketing Communications

Marketing communications is all about businesses connecting with their customers and the marketplace. With traditional print channels the connection has been only one-way, from the communicator to the audience. With the increasing use of Web 2.0 and social media, however, the connection has become a two-way street, allowing the audience to respond and join in the conversation.

Over the past several weeks, the staff at AMCI has updated our website, Allerton.com, and added interactive social media features that are both fun and informative. The site design and layout are the same, but we are creating a more interactive experience with our friends and visitors. So if you haven't stopped by recently, go online and see what's new! Here are some of the changes you'll notice:

New Blog

As a full-service marketing communications firm, we believe that it's our duty to address issues in the marketing communications world and to help educate others about new marcom channels. To that end, we've created our own blog at Allerton.com/blog. Here, our staff can facilitate discussions about topics of interest in the marcom industry. We have also added a link on our homepage for quick, easy access to the blog. We certainly encourage you to check out our blog, and let us know what you think!



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Allerton on Twitter

Emerging research indicates that Twitter continues to grow in popularity as a means of communication, even in the b-to-b world.



So we've claimed our spot on the popular micro-blog site to

share remarkable information, ask thought-provoking questions, and announce what's new at Reymer House. Click on the link on our home page, follow us, and join in the conversation.

Updated Portfolio Page

We're proud of our work, so we've posted recently completed projects in our online portfolio. Currently we are featuring client projects that utilize a variety of channels, including web media, print advertising, collateral, graphic identity standards, and exhibit graphics. Visit the portfolio often to see what else we add!

