

# Abbott Media Group

PR / Social Media / Reputation Management

## Mission

**Abbott Media Group** creates inspiring, engaging messages that build reputations.

## Staff

Stephen Abbott is the principal, owner, and content editor for Abbott Media Group's ventures.

Abbott works one-on-one with clients to develop strategies that support their goals and help them pursue their objectives and dreams. He brings years of public relations and media writing experience to his clients, as well as his intuitive strategy-building skills that enable him to create just the right strategy for a public relations effort that will bear fruit. He's done work on behalf of a varied group of professionals throughout the US, Canada and the United Kingdom, including political candidates, elected officials, religious leaders, attorneys, artists, accountants, landscapers, and non-profits.

Abbott graduated with a BA in Communication Arts with a concentration in Public Relations from the University of West Florida in Pensacola, Florida.

Abbott Media Group actively seeks to work with PR and mass media collaborators and partners from around the world to help accomplish Abbott Media Group's mission of inspiring, informing, educating and engaging in the fields of mass media, publishing and public relations.

## Services

**PR/Message Development** is the art of conveying your mission, values, and vision to the right people, at the right time, in the most compelling way.

**Social Media Management** is the ongoing effort to propagate and compliment your message online in a way that's consistent with your messaging off-line.

**Reputation Management** creates, maintains, and repairs goodwill among current and future customers and stakeholders.

**Publicity Campaigns** are short-term efforts designed to efficiently deliver your message to a public that needs to hear it.

## Potential Clients

**Abbott Media Group** is open to working with a vast array of potential clients, among them:

- Start-ups that need a fresh, clearly stated message.
- Small and Mid-Sized Businesses that need to create (or re-establish) goodwill among customers and potential customers.
- Rising business leaders and emerging Political Leaders who need reputation-building services.
- Non-Profits, charities, and other small groups that are “stuck” and need their visions more clearly expressed and more narrowly focused.
- Political candidates (especially first-time candidates) whose campaign messages are muddled, are non-existent, or are simply not connecting with voters, and who need clear, compelling messages.
- Businesses that need a short-term publicity

campaign to boost exposure.

Services are available for a surprisingly affordable semi-annual retainer or ala carte. Contact us for details.

## Connect



**772.261.1173**

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