



Laura Wayland-Smith Hatch

is a solutions-focused marketing professional whose career has spanned over 20 years and multiple countries. Her focus has always been small businesses and nonprofits and the marketing challenges

they face with limited resources.

Laura has won 14 APEX Awards for Publication Excellence for magazine content and design, marketing materials, Web site content and design, and promotional presentations. Using her marketing and communications skills, she can help YOUR company identify new opportunities and grow.

laurahatch@laurahatch.com

Jennifer Wayland-Smith

has been involved in the hospitality and spa industry for over twenty-three years and brings an emphasis on planning and development, daily operations, and sales and marketing. She combines these areas with strong administrative and leadership skills as well as a thorough knowledge in spa, salon, fitness, and wellness issues.



Jennifer's passion for everything spa has led her to Salmon Creek Media & Marketing where she utilizes her extensive experiences in social media, marketing, public relations, and daily operations in the spa industry so that YOUR business can and will prosper in the new age of media and marketing.

jwaysmith@hotmail.com

Salmon Creek Media & Marketing Client List Includes:

- Cris Peters Riding Coach & Instructor
- Daetwyler Corporation
- DuPont Packaging Graphics
- EskoArtwork
- Empire State Quarter Horse Association
- Eastman Kodak Company
- FLXON, Inc.
- Harper Corporation
- Hatch Family Association
- Northeast Benefit Services
- PLGA Global
- Pamarco Global Graphics
- Screen (USA)
- Sonic Solutions
- The Provident Group
- Trident
- Wine Wise Guys

Salmon Creek Media & Marketing
7580 Salmon Creek Road
Williamson, NY 14589-9510
315.589.8879

www.SalmonCreekMedia.com



Salmon Creek Media & Marketing



Specializing in professional and affordable media & marketing solutions for businesses of all kinds.



Social Media

Are you taking advantage of social media tools? It is the smart thing to do if you're a small business on a budget and a cost-effective way to reach thousands of customers and prospects.

We provide:

- Identification of applicable Social Media outlets - i.e., Facebook page setup and customization, Twitter
- Periodic updates & enhancements to Social Media placements



Branding

Have you defined your brand? And, what does it say to your potential customers?

Developing a brand strategy can be one of the most difficult steps in your marketing plan process.

We help you:

- Develop and/or update your brand identity and strategy
- Manage your business identity across multiple platforms – i.e. print, Web, social media

Media & Marketing Services



Print Media

Even with the proliferation of e-media, there is still a time and place for print communications.

We provide design & print services for:

- Brochures
- Direct mail
- Advertisements for newspapers, local magazines

E-communications

It's critical that your business stays in front of your customers. You need to communicate with them regularly, remind them of your value, and set yourself apart from the competition.

We provide:

- E-newsletters & blast e-mails
- E-communications database management



Web Site Development

Do you have a Web site? Does it have a professional appearance? Does it provide real content for your customers? Is it easy to navigate? Is it current?

We provide:

- Setup, hosting, and maintenance
- Content evaluation of current Web site

Promotional Program Development

Promotional programs combine all elements of your marketing program and remind your customers of why they need you.

We produce:

- Preferred customer programs
- Special events
- Signage & collateral materials