



Let's move the world, *purposefully.*

CAPABILITIES STATEMENT

At **KQ Communications**, we successfully move messages to transform brands and businesses. Powered by a team of creative storytellers with expertise in public relations, digital marketing, and branding, we've effectively managed controversial crisis communication issues, boosted business revenues, increased organizational awareness, and changed attitudes through community engagement throughout the Southeast.

Since our 2007 inception, KQ has guided the communication and integrated marketing efforts for school districts, international airports, public transportation systems, multi-million dollar businesses, regional nonprofits and colleges/universities.

Our layered, data-driven approach has led to both exemplary client and organization outcomes, including a 95% client retention rate, and year-over-year total revenue increases for three consecutive years.

PAST PERFORMANCE

- Launched a national digital platform in partnership with national communication & journalism organizations to boost diversity in media storytelling
- Managed communications strategy for the largest school merger in U.S. history
- Developed a teacher recruitment campaign that led to 100% staffing at one of the nation's largest school districts
- Created a nonprofit brand that received recognition from its national office.
- Assisted a commercial real estate firm in realizing a 33% increase in total revenue through intentional marketing efforts

DIFFERENTIATORS

- Industry leaders in crisis communications, strategic communications and digital services
- In-house multimedia, research and engagement teams
- Extensive expertise with K-12 education, higher education, nonprofit advocacy and business growth and scaling
- Diverse and multilingual staff

AWARDS AND RECOGNITIONS



CORE COMPETENCIES



IN-DEPTH RESEARCH

Qualitative, quantitative and market research that fit unique needs of each client.



MEDIA RELATIONS

Strategic story placements, media training, and press announcements



CRISIS COMMUNICATION

Certified, proactive preparation and implementation



DESIGN/CONTENT CREATION

Audience-driven and unique content creation



COMMUNITY ENGAGEMENT

Skilled and proven outreach, especially to marginalized and/or racially diverse populations



www.kqcommunications.com

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