



WE PROVIDE



- Analysis and assessment
- Planning and strategy playbook
- Staff and leadership preparedness
- Spokesperson training
- Message development
- Media relations
- Social media monitoring
- Digital media support
- Real-time crisis counsel

THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals; accomplished multimedia designers; digital media experts; skilled video and radio producers; award-winning journalists; and former legislative staffers. Our crisis communications team have managed in-house crisis response at nonprofits and government agencies, so we understand the challenges firsthand and can collaborate with you to navigate them successfully.

Crisis Communications

Never Face a Crisis Alone.

We all know that it can take a long time to build a strong reputation—and just one incident can jeopardize everything.

Malicious data breaches. Social media trolls. Alleged staff scandal. Crises come in different forms, but they have one thing in common: Nobody sees them coming. And in today's interconnected world, a negative social media post can go viral in a matter of minutes. Having a smart crisis communications strategy at the ready is a necessity.

Strategic planning, robust training, and real-time support can mitigate a threat to your organization's reputation. The Hatcher Group is on your side: We deliver effective crisis communications expertise, working with our clients to anticipate threats, develop a framework to respond to them, and put plans into action. We also offer on-the-ground support and counsel to help you weather any storm.

We customize solutions for any challenge.

We know that an effective marketing campaign requires research-based strategic planning, measurable goals, and a clear-eyed assessment of the challenges and opportunities in the landscape. To measure our success, we track metrics that help us understand the efficacy of each marketing tactic. Through constant monitoring and evaluation, we can assess the impact of our strategies and tactics and make adjustments throughout the life of the campaign to optimize performance. Tracking real-time measurements and analytics allows us to be responsive, cost-effective, and compelling while bolstering the strength of the campaign.