



Strategic Communications

Smart Thinking and Tailored Approaches to Meet Your Goals.

WE PROVIDE

- Qualitative and quantitative research
- Strategic planning
- Audience and personal development
- Message development
- Media relations
- Spokesperson and staff training
- Social media monitoring
- Digital media support
- Stakeholder outreach and engagement
- Real-time crisis support

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. We work with government agencies, national foundations, nonprofits, and other mission-driven organizations to harness the power of language and change the world.

Research, planning, and full-service execution to meet your needs.

Getting targeted messages to key audiences requires sharp strategies built to reach clear goals. Whether you want to raise awareness, spur people to action, or inspire policy change, each project deserves a unique approach. A successful communications strategy starts with smart planning. At Hatcher, our research-based approach combines new market research, message testing, focus groups, stakeholder interviews, social listening, and more. We identify what's working—and opportunities for improvement—and bring best practices, innovation, and decades of experience to create an integrated and comprehensive solution to achieve your objectives.

To get the right answers, ask the right questions.

Despite the best intentions, organizations often begin planning a communications campaign or event without first creating a vision for success. Answering your strategic communications needs starts with asking smart questions.

- Why are you embarking on this effort and what do you want to accomplish?
- In the digital era, audiences are increasingly fragmented. Who are your primary and secondary audiences?
- Communications objectives should be actionable. What do you want your audiences to do, and how will you measure success?
- We listen to people we know and trust. Who influences your key audiences?
- There are more ways than ever to reach people. What are the most efficient and effective tactics and platforms?

Our talented communications team merges communications and content expertise. Empowered by our research and insights, we will create a strategic and customized communications plan—with clear, actionable, and measurable recommendations.

