

COMMUNICATIONS: YOUR STARTUP'S SECRET WEAPON

SHAPE PERCEPTION. BUILD TRUST. GROW FAST.

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MESSAGING & BRAND STRATEGY

WIN HEARTS, MINDS AND WALLETS

Messaging includes your mission, tone and value proposition, and delivers everything you say and do in an emotion-based narrative. Without messaging and brand strategy, your startup is all noise and no signal.

Your voice equals your brand.

Define your mission, values and tone.

Make every touchpoint count.

MEDIA & PUBLIC RELATIONS

PR IS NOT DAMAGE CONTROL

For startups, PR controls the narrative. Proactive PR controls your company's narrative and shapes its public perception before someone else does. Strategically using PR increases visibility, builds credibility and attracts investors, partners and talent.

Earn press, don't wait for it.

Build a media list, share your story.

Be journalists' first call.

INVESTOR COMMUNICATIONS

MANAGE EXPECTATIONS AND SECURE FUNDING

Investor communications builds trust and aligns the founders and executives with the funders. Frequent, honest updates in the form of decks, emails or formal board presentations help founders and executives maintain the investors' support and strategically grow.

Keep investors engaged.

Share wins and struggles.

Consistently build confidence and funding.

CONTENT STRATEGY

MAP CONTENT TO THE CUSTOMER'S JOURNEY

Content is how startups amplify their voice. Content nurtures leads, educates markets and converts fence-sitters into customers. Great content requires a plan, a calendar and a repurposing strategy.

Content equals visibility.

Plan, publish, repurpose.

Turn knowledge into growth.

CRISIS PLANNING

CRISIS COMMUNICATIONS IS RISK MANAGEMENT

A social media post, cyber-breach or bad review can quickly become a crisis. A crisis communications strategy guides who should say what and when in a crisis. A documented strategy ensures quick and transparent responses that protect a company's reputation.

Crises happen, be ready.

Have a plan, move fast.

Control the narrative, keep trust.

WANT HELP?

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