



What do you gain by working with Balance Communications ?

AS AN ORGANIZATION

- Clear vision for the future and a comprehensive strategic plan
- Strong positioning of your company, brand or product in the market
- Better relationships with clients, employees, media and other stakeholders

AS AN EMPLOYER

- Motivated personnel
- Excellent reputation in the labor market
- Strong preference with applicants

AS AN ADVERTISER

- Competitive advantage by unique product propositions
- Successful offline and online advertising
- Measurable sales growth through effective marketing and social media campaigns

CURIOUS ?

Call or e-mail Martin van den Blink for a personal introduction to Balance Communications.
Martin can be reached at (+5999) 736-8831/ 528-8833 or via vandenblink@balancecaribbean.com.

Your results count!

Good marketing and reputation management are key factors to your company's success. We are ready to help you with branding your business, launching a new product, controlling a crisis situation, setting up a social media campaign or writing a convincing speech.

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BALANCE COMMUNICATIONS

Exceptional communications & reputation management



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“Our company needs a communication strategy for the coming years.”

“We want to involve our employees in our organization’s changes.”

“Our marketing director wants to prepare himself well for questions from journalists during the press conference.”

“We want to launch a new product.”

“Our CEO needs a speech next week because he has to address our shareholders”

“We want to develop and promote our employer brands.”

“Our MT wants to prepare itself well for a potential crisis.”

“Our social media strategy has room for improvement”

CORE PRODUCTS

CORPORATE COMMUNICATIONS

- Brand (re)positioning
- Employer branding
- Internal communications

MARKETING COMMUNICATIONS

- Value propositions
- Social media
- Advertising (online and offline)

PUBLIC RELATIONS

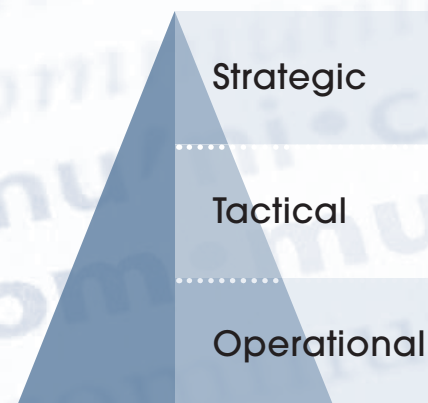
- Reputation management
- Crisis communications
- Media relations

WAY OF WORKING

We always start with a clear vision and strategy. Accordingly, we choose a no-nonsense approach. We won't hassle you with endless analyses and thick consulting reports. We quickly understand what you want and immediately start taking action. Our point is to make your results count.

Focus

Communication is a broad concept. We collaborate with you at all levels.



EXPERTISE

We offer organizations a wide range of services in the fields of online and offline communication. In addition to our communications expertise, we also have years of experience in HRM, recruitment and change management. That means that we can put your communications issues into a broader perspective.

TEAM

Our team has highly experienced:

- Marketing professionals
- Communication consultants
- Copywriters
- PR experts
- Social media specialists

CLIENTS

Balance Communications works with clients in the private and public sectors:

- Law firms
- Financial service providers
- Ministries and government organizations
- Retailers and resellers
- Non-profit organizations