

# Annja Weinberger Communications

## Website summary in English

### Do you want to reach more customers and target groups with credible text and advertising strategies?

My services may meet your needs. I specialise in marketing and communication strategies to bring success to even the smallest enterprises.

Take a look for yourself. The following texts provide information on:

- **agency:** How Annja Weinberger Communications can assist you with authentic communication (print and digital publishing) to bring you to the front of your field.
- **offers:** The ways in which we, from Berlin and Damascus, can support you throughout Germany, Austria, Switzerland and the Middle East.
- **work:** Samples of work successfully carried out for other clients. Please have a look at menu option **Arbeitsproben**.

### Agency

## Credible marketing is successful marketing

Annja Weinberger Communications supports businesses and organisations to market themselves convincingly and successfully.

My personal specialities are **informative advertising texts and advertising strategies** that can lead even those with small budgets to success. Together with freelance colleagues and partners I develop texts, concepts and settings for print and online media, which will allow you to confidently distribute your message without coming across as shrill. Because:

**Sales hype and puffery are yesterday's news.** With informative, trustworthy texts you will gain a lot more attention from your target groups.

Above all **small enterprises - including consultants, life coaches and freelancers** - and medium sized enterprises tend to use this alternative to exaggerated advertising and PR. So do organisations such as initiatives in the areas of lifestyle and health and sustainability (LOHAS) and public private partnership (PPP) .

### Particularly close to my heart is:

- **Advising** you strategically on how to answer the question: How do we reach the customers and target groups from whom we profit the most? The trick is to invest in advertising that reaches as many of the right people as possible.
- Supporting you with the appropriate **text**. This may be for your website, brochures, flyers, catalogues, newsletters, articles, advertising direct mail, etc. I offer two approaches: either I can write the complete text for you, or I can work on and refine your existing material.

## **About myself**

### **Annja Weinberger (M.A.), founder**

I have been active in the fields of **journalism, advertising and PR** for more than twenty years. I began with studies in linguistics and media relations. I then went on to gain my field experience through working first as a journalist on a daily paper and later in a university press office. Subsequently I worked as a communications adviser for various enterprises. I then moved to freelancing. For many years I, with two partners, ran the agency "Stilblüte Communication Berlin". After a creative sabbatical – during which I produced my **book "Flyers / Drafting, Designing And Producing Excellent Flyers"** – I founded Annja Weinberger Communications.

It is very important to me to support my clients with the **appropriate texts and strategies** – texts that suit the organisation and bring across the essential message. Strategies that reach exactly the right customers and target groups.

Among my clients is the **Arab European University in Damascus, Syria**. I support the university as it builds up its marketing & communications division, develop marketing strategy and materials and I lecture in the area of business administration.

I am involved with the international "Netzwerk Business" Professional Women's Club in Berlin ([www.bpw-berlin.de](http://www.bpw-berlin.de) and [www.bpw-germany.de](http://www.bpw-germany.de)) and am a member of the German Public Relations Society [www.dprg.de](http://www.dprg.de).

If you book my services for customer acquisition, communications consultancy and text support **you will work with myself directly**. When developing complete campaigns (i.e. a full service including design, web programming, etc) I work with an experienced team.

## **Offers**

### **Who can benefit from authentic communication services?**

All who have a need of credible PR and advertising materials and sales-strengthening strategies. You can choose between three service branches:

#### **1. Customer acquisition and and text support**

This very flexible service supports you with your PR, advertising and customer acquisition – and delivers you tailored texts and valuable advice. You can manage a lot of this yourself – you pay only for deciding improvements. Charges can be made by the hour or with cost effective package prices.

#### **2. Materials and complete production**

Here you will get the classic complete agency service (concept, campaign, brochures, flyers, print advertisements, websites, etc.) as a complete finished product, including graphic design and production.

### **3. Workshops and lectures**

Small, individualised workshops at your own premises, or lectures and seminars in public premises, will provide you with the knowledge you need.

If you have any of the following needs it will be worth getting in touch with Annja Weinberger Communications.

- You need **PR and advertising materials**, that can convey your message convincingly and better "sell"
- You want to increase your **profile and customer base**
- You are seeking an active sparring partner to help develop efficient PR, advertising and **customer acquisition strategies**
- You are seeking **ideas, inspirations, brainwaves** and want to brainstorm over your advertising, PR or internal communications.

**Just send me an email – [info@annjaweinberger.eu](mailto:info@annjaweinberger.eu) – and we can start talking. It could be the beginning of some wonderful work together.**