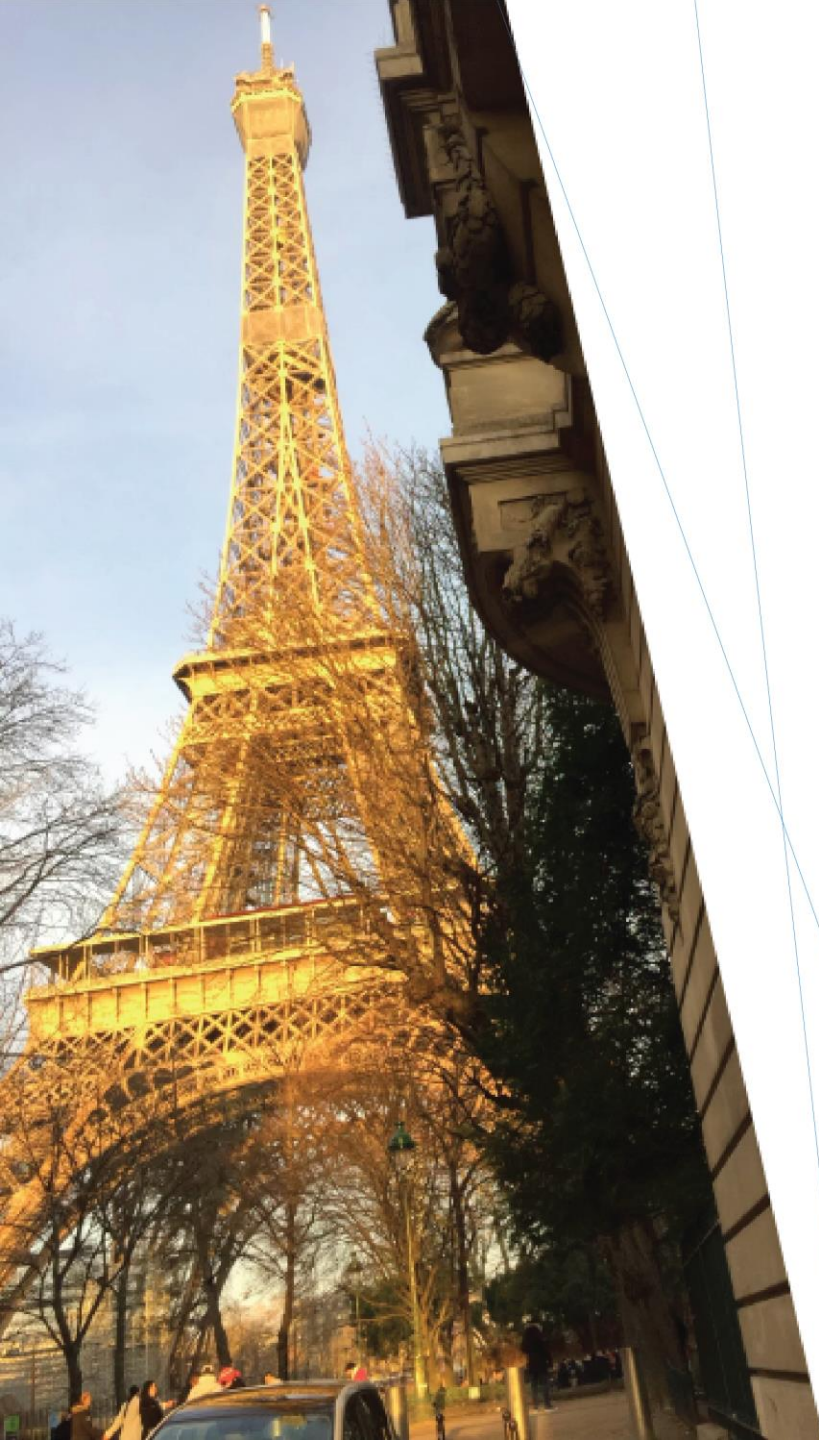




Nouvelle

Strategic Marketing Communications

Glenna Bassett Musante, Managing Partner

Who We Are

Nouvelle, LLC, is a marketing communications practice based in North Carolina that helps US-based companies, primarily manufacturing sector, become known leaders in their sector.

We are Wordsmiths with experience in a wide variety of industries and possess a unique understanding of the evolving trends and science currently shaping those industries. With that knowledge as a foundation, we provide our clients with award-winning writing expertise and often help them win awards along the way.

Our founder, Glenna Bassett Musante, has won four international writing awards in the business writing sector for feature articles about advances in textile science and technology. She has also written for such major publications as The New York Times and multiple textile industry magazines and ezines and is a celebrity and CEO ghost writer.

Glenna began supporting the US textile industry in 2012, when hired as the features editor (and publicist) for AATCC, a large textile industry association responsible for developing industry standards for such properties as colorfastness, dye-ability, microfiber release in the laundry and industry issues such as reshoring and sustainability. In 2014 she opened Nouvelle LLC, with AATCC as her first client. She was or is the de facto marketing communications strategist and house writer for a broad range of known brands (for example, WL Gore & Associates).

All client projects are covered by NDA.



What We Do Writing

Our writing expertise is exceptional. Below is a sample of services we provide.

- Ghost Writing
- Claim language analysis
- Development of branding language and identification of industry key words and phrases
- Search Engine Optimization - Identifying Key Words
- All forms of marketing collateral
- Website Content
- Digital analytics based on key words
- Email Marketing Campaigns
- Blogs
- Content editing and revising.
- Editing
- Newsletters
- Copy Editing
- Digital Advertising Content
- Social media content
- Industry Awards – identifying and writing submissions



What We Do

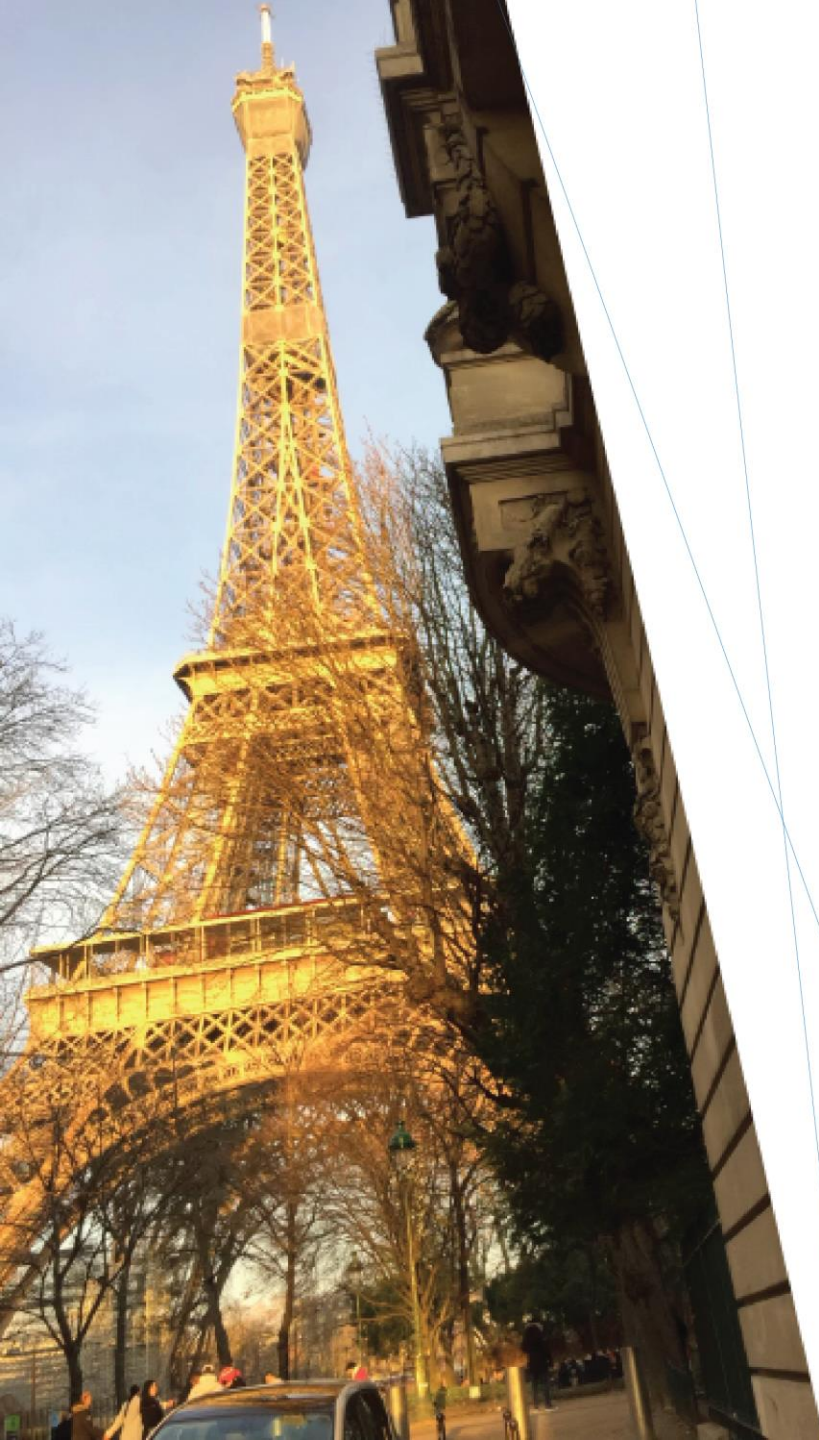
General Marketing Communications

We design and execute cohesive, integrated, strategic marketing communications plans that call for various areas of expertise and include a customized mix of the following capabilities:

- Marketing Communications Plans
- The marketing communications component of Marketing and Business Plans
- Public Relations - strategies, writing planning and execution
- Media relations (we have extensive contacts in the global textile industry).
- Crisis PR
- Social Media - strategies, planning and execution
- Digital Analytics
- Graphic Design, including logos
- Thought Leader Representation (which includes researching trade show educational opportunities for our clients to be speakers)
- Networking for Contacts, Customers and Unique Opportunities on Behalf of Our Clients
- Social Media
- SWOTS and MARCOM needs assessment.

We Also Offer These Unique Assets

- Over time we have developed detailed, customized media lists of writers, editors, publishers and bloggers serving the global textile and fashion industry. Within that list are sub lists that dive into industry sectors, including military textiles, performance apparel and gear, automotive and general textile industry supply chain publications, crafts and fashion.
- A unique and exceptional ability to pitch story ideas to writers, editors, publishers in the global textile industry that result in positive stories.
- An understanding of how to use those stories to build dominance on a Google Search (SEO).
- An understanding of visual marketing and how to use images to capture attention and tell stories.
- Nouvelle (Glenna) has built a professional LinkedIn network that includes hundreds of textile industry decision makers and has over 1300 followers on LinkedIn.
- An understanding of and experience with current best practices in corporate writing.
- An understanding of the FTC claim language guidelines related to textiles and sustainability.



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Thank You

Glenna Musante

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Let's Connect on LinkedIn