

Newsmaker Marketing NEWSLETTER



Q2
2023



CLIENT COVERAGE HIGHLIGHTS
LexRx, JSJ Aesthetics and Magellan Jets all made Boston Common Magazine's "Luxe List"! (pictured left)

Paraco Energy was featured on The Weather Channel! They were also featured on Connecticut's FOX61 and WTNH. (pictured below)

WBZ-TV's Courtney Cole visited **LexRx's** new Charlestown location to do a feature on owners Alexa and Alex!

Boston Business Journal named **LexRx** the #1 Best Place to Work in the "Extra Small Companies" category and wrote a beautiful feature about LexRx's success!

Mainebiz and News Center Maine covered **Core Cannabis Museum's** opening of its Portland "Seed 2 Soul" exhibit.

The Bachelor stars Jared Haibon and Ashley Iaconetti Haibon spent a weekend at **The Woods Maine** treehouse!

Fernway, Core Cannabis Museum and Eric Rogers were all guests on the Grassroots Marketing Cannabis Podcast.

THANK YOU FOR A GREAT Q2!

Newsmaker has officially been in business for nine months! Q2 was chock full of strategic media and influencer coverage that moved the needle for our clients. We also conducted creative video shoots and hosted meaningful events and networking opportunities that put our clients' stories front and center. We even celebrated multiple award wins for clients in prominent publications! Here's to more great stories to come in Q3!

Wishing you all a wonderful summer!
Jackie & The Newsmaker Team



NEWSMAKER ON THE MOVE



Jackie joined legend David Ortiz as host of his Soirée of Hearts event to benefit pediatric cardiac care



Video shoot with Plastic Surgery of Southern New England



Video shoot at LexRx's new Charlestown Location



Boston Common's "Luxe List" Party



ConnectHer event at LexRx's new Charlestown location



NewsMaker on-site at the Greg Hill Foundation Classic in Nashville



NewsMaker worked and played at Beauport Hotel in Gloucester!



Video shoot with Paraco Gas on Long Island



Jackie emceed Giving the Glam's annual fundraiser "Dress to Impress" for teens



LexRx named #1 at Boston Business Journal's Best Places to Work event!



Jackie emceed fundraiser for Dolores deMello Milho Charitable Foundation



Video shoot at Babson College

WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.

SOCIAL MEDIA HIGHLIGHTS

- **JSJ Aesthetics** saw a **115%** increase in accounts reached over the past 30 days
- **LunchDates** has reached **97%** more accounts in the last 30 days
- **Plastic Surgery of Southern New England** saw a **50%** increase in accounts reached over the last 90 days
- **Core Cannabis Muesum** had a 14% increase in **followers** in the last 90 days

SUMMER 2023 INTERNS



Meet our Summer 2023 interns from Boston College! Thank you Diane, Ernie, Simone, Julia and Patrick!



Video shoot with new client Boston Moms

NEW CLIENT TESTIMONIAL

"My practice has been working with Newsmaker for about 2 months now. In that time, they have created content and opportunities that I never would have thought possible. They have been proactive, constantly accessible, and, most importantly, flawless in the implementation of everything they promised. In fact, they have exceeded all expectations." - Dr. Russell Babbitt

WELCOME TO THE FAMILY!

PLASTIC SURGERY
of Southern New England, P.C.

 **Paraco**[®]
Fueling Your Every Day[™]

BOSTON MOMS[™]

 **Doug Flutie Jr.**
Foundation for Autism

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MAKING NEWS TOGETHER!**

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