

Newsmaker Marketing NEWSLETTER



Q3
2023



OCTOBER 5, 2022

HAPPY 1-YEAR ANNIVERSARY TO NEWSMAKER!

One year ago today, we launched Newsmaker Marketing with a smile on our faces and hope and excitement in our hearts. Today, our smiles are even bigger and our hearts are filled with love, gratitude and appreciation for our amazing clients, colleagues and community who have supported us and believed in us from day one.

From our clients' video shoots to earned media coverage to social media results to grand opening and networking events to media and business trainings -- and everything in between -- *thank you to our amazing Newsmaker community.*

We already have so many exciting things planned for year TWO, and cannot wait to see what else is in store for us and our clients in the years ahead!

YEAR 1 EARNED MEDIA HIGHLIGHTS



Q3 HIGHLIGHTS

LunchDates was featured on [Boston25 News](#), [The Rhode Show](#) and [Boston.com](#).

LexRx was featured on [WBZ-TV](#) with Courtney Cole to discuss their new injectables training program and partnership with Boston College.

[WCVB's Chronicle](#) featured Kristin Rogers, co-founder of **Rogers Cannabis Consulting**, to discuss how their cannabis-infused seltzer is made locally.

Boston Moms was featured on [Boston25 News](#) twice! Meghan talked about back-to-school recommendations as well as family fun summer activities.

Jill Vantor, executive matchmaker at **LunchDates**, joined [Arlene Washburn](#) in a conversation about matchmaking.

Energetic Impact's Founder & CEO, Rebecca Ahmed, was featured in [Authority Magazine](#), [HR.com](#) and [Boston25 News](#).

Jessica St. Jean, founder of **JSJ Aesthetics**, was named a Hidden Jewel of Pelham, and was also the keynote speaker at AMPNH's education event.

The **Flutie Foundation** celebrated 25 years with an amazing STARS of the Spectrum concert where we helped bring in celebrities for a VIP event.

We secured two major pending news opportunities for our new client, **Student Ally**, and helped them streamline their message.

We had in-depth video shoots with **Magellan Jets**, **Paraco Energy** and **Dr. Russell Babbitt** and his team at **Plastic Surgery of Southern New England**.

YEAR 1 SOCIAL MEDIA HIGHLIGHTS

- JSJ Aesthetics : **20% increase** in followers
- LunchDates: **20% increase** in reach
- Babson: **25% increase** in engagement
- Dr. Babbitt: **28% increase** in engagement



Boston Moms on Boston25 News



LunchDates on The Rhode Show



Rebecca Ahmed on Boston25 News with Elizabeth Hopkins



LexRx on WBZ-TV discussing their new injectables training program with Boston College



Flutie Foundation STARS of the Spectrum concert



JSJ keynote @ AMPNH event

MEET OUR FALL INTERNS!



My name is Kayla Armetta and I'm from Revere, Mass. I am a senior at Boston College, majoring in Communication and minoring in Management and Leadership. Aside from school and work, I love to dance, cook and travel. I have been learning so much from Newsmaker Marketing and am loving my work. I am looking forward to the rest of the semester!



My name is Alice O'Connell and I am a senior at Boston College, majoring in Communication and minoring in American Studies. I am from Bronxville, New York. Outside of school and work, my interests include musical theater, college acapella, cooking and traveling! Working at Newsmaker Marketing has been an amazing experience so far and I have learned so much!

HAPPY NATIONAL WOMEN'S SMALL BUSINESS MONTH!

Happy National Women's Small Business Month to all our amazing fellow female small business owners! This month, and every month, we celebrate our talented clients: **LexRX, JSJ Aesthetics, LunchDates, Boston Moms, Energetic Impact, The Woods Maine, Rogers Cannabis Consulting, Third Piece, Route 44 Toyota** and **McSea Books** -- all of which are women-owned businesses that we feel so fortunate to support and have in our Newsmaker Family!



WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.