

Newsmaker Marketing NEWSLETTER



Q1
2023



NEWSMAKER IN THE NEWS

Our founder and CEO, Jackie Bruno, was featured in *Boston magazine's* February 2023 edition! Her article talks about the importance of taking a break, and how taking a step back from news led to a breakthrough in her life. Her most recent Connect-Her event was a celebration of courage and vulnerability.

"I do want people to know that sometimes it's okay to pause and take a step back. Sometimes, it is the only way to move forward."



CLIENTS IN THE NEWS

Magellan Jets was featured in *The Boston Globe* & *Boston Business Journal*

The Woods Maine was named #2 on *Travel + Leisure's* 10 best places to go glamping in Maine

CORE Cannabis Museum and **Niraji** were both featured on WCVB's Chronicle

LexRx was featured in *Boston Common* about its pop-up in the Seaport

Babson's Dr. Shakenna Williams was celebrated by *WBZ-TV* for Women's History Month

JSJ Aesthetics & Wellness' "Pamper Project" was featured on *WMUR* & *NECN*

LunchDates was live in-studio on *WBZ-TV* for Valentine's Day

McSea Books' "The Maine Christmas Song" was named a top gift by *FOX News*

Rogers Cannabis Consulting was interviewed by *NBC Boston*

Rebecca Ahmed was featured on *Heartbeat for Hire*

Route 44 Toyota was featured in *Yahoo!* about used car prices

EverybodyFights was featured on *WCVB-TV* and *WBZ-TV* for its Saugus relaunch

Fernway was featured on *NBC Boston* and *WWLP* for its recent flower launch



SPRING INTERN SPOTLIGHT

Meet our amazing team of Newsmaker interns! This semester's team is representing Boston University, Boston College, Stonehill College and Taunton High School! Our interns are a key part of our team and responsible for everything from building client media lists and awards + editorial calendars to creating social media reels and graphics to logging client video interviews and supporting on-site events and networking opportunities. Thank you, Chloe, Merritt, Sophia, Carly, Brianna and Xavier!

CONTACT US TODAY TO INQUIRE ABOUT SUMMER INTERNSHIPS!

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SOCIAL MEDIA HIGHLIGHTS

What's trending:

- Instagram carousels are back in!
- Show us your face
- Be authentic
- Include calls to action

Newsmaker results:

- **538%** increase in engagement for Magellan Jets
- **116%** increase in accounts reached for CORE Cannabis Museum
- **25%** increase in followers for LunchDates



**WE ARE YOUR STORYTELLER.
YOUR INFLUENCER.
YOUR CONNECTOR.**

**YOUR BUSINESS IS OUR TOP
STORY!**

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