

Newsmaker Marketing NEWSLETTER



WINTER 2023/2024



Meet Our New Partner & President, Rachel Robbins!

In January, we were so thrilled to announce Rachel Robbins as our Partner and President! Rachel is a public relations expert and former TV news producer and Assignment Editor who brings more than 15 years of experience to Newsmaker. She will continue to take the agency to a new level of growth through her business development, client service, media relations, and people development skills. She's also a mom of three children under the age of five, and feels incredibly grateful to be part of a company that enables mothers to thrive both personally and professionally (because we shouldn't have to pick just one!) We are so lucky to have Rachel as part of our Newsmaker family!



MEDIA HIGHLIGHTS

JSJ Aesthetics was featured on [WMUR](#) and in [The Pelham Evergreen](#) for its Ladies' Night party to benefit Tough Warrior Princess. They also provided IVs and B12 at the David Ortiz Celebrity Golf Classic to benefit the David Ortiz Children's Fund.

[Boston Magazine](#) featured our clients **Third Piece**, **The Woods Maine** and **LexRx** in its 2023 Holiday Gift Guide!

Shields Health was featured on [WBZ-TV](#) and CBS Streaming for its new MRI machine. Shields was also the top story on the front page of a key print target, [The Brockton Enterprise](#).

LexRx was featured on [WBZ-TV's](#) "Morning Mix" to showcase the DiamondGlow Facial, as well as [Boston 25](#) and [Yahoo! News](#) to talk about Botox treatments on the rise.

As You Are's virtual autism evaluations were featured on [WBZ-TV](#) and [KPRC 2 Houston](#). CEO Kayla Wagner also filmed an upcoming feature for NECN.

LEVIA's cannabis seltzer was featured in [Boston Magazine](#) for best edibles, and Eric Rogers, founder of **Second Act Cannabis**, was highlighted with a sidebar feature about his new brand.

Plastic Surgery of Southern New England's ad was featured in [Boston Wedding's](#) and **Dr. Babbitt** was recognized as one of [Boston Magazine's](#) Top Doctors of 2024.

Third Piece's knit kits were featured on [WBZ-TV](#) as a perfect gift for any holiday, and founder Kristen Lambert was featured on the podcast "[Bold Like Her.](#)"

LunchDates was featured in [Boston.com B-Side](#) and [Wicked Local](#) and on [WBZ-TV](#) for Valentine's Day!

With the help of Newsmaker's social strategy, **Babson Advancement** exceeded its goal of 1,800 donors and raised \$309,334 during its annual Barefoot Athletics Challenge.

EverybodyFights held its grand opening in the Seaport and was featured in the [BBJ](#), [Boston Common](#), [WBZ Radio](#) and 7News.

The Bachelor's Ashley I. & Jared, who have nearly 2 million combined followers, posted a reel from the **EBF** event, as well as wore **The Woods Maine** in their gender reveal video - both of which were viewed by all of "Bachelor Nation" and beyond.



Video shoot with Shields Health, Newsmaker and WBZ-TV



LunchDates/Newsmaker video shoot with Kings in Dedham



Route 44 celebrated 25 years in business



LexRx filmed its Boston 25 feature on Botox treatments



EverybodyFights Seaport Grand Opening event with *The Bachelor* stars Ashley I. & Jared and influencer Mark Lewis



Third Piece on "Bold Like Her" Podcast



Jackie hosted "Camp Kim" with Boston Mag & Kim Crawford

MEET OUR SPRING INTERNS!



Robert Haray, BU

I'm a student at Boston University studying PR and always toggling between either a minor in English or Advertising. I'm from Bergen County, New Jersey, and - fun fact - I'm a fraternal twin. My hobbies include writing, hiking, and reading. I'm so excited to be working with Newsmaker this semester!



Eliza Yang, BU

I pursued my undergraduate degree in Diplomacy in the beautiful land of Taiwan and worked for 4 years before coming to the States. Now, I am majoring in Media Venture at BU for my graduate studies. Proudly hailing from Taiwan, my favorite pastimes include exploring new things, hiking, and camping.

SOCIAL MEDIA SPOTLIGHT

As a result of working with Newsmaker, Shields Health saw a:

- **580% increase** in impressions on LinkedIn
- **15-23% increase** in open rate on promotional emails with Newsmaker's videos embedded
- **Top performing** promotional email in Shields Health history

WELCOME TO THE NEWSMAKER MARKETING FAMILY:



WE ARE YOUR STORYTELLER. YOUR INFLUENCER. YOUR CONNECTOR.