



**THE SHEPHERD GROUP  
CAPABILITIES PROFILE**

***"BRANDS AREN'T BORN.  
THEY'RE BUILT."***



## **ARCHITECTS OF AAA-RATED BRANDS**

*While strong brands may share certain attributes or characteristics, the market doesn't value them equally. The best trade at a significant premium. At The Shepherd Group, we refer to them as AAA-rated brands. They rank higher than the competition in at least three major metrics: awareness, authenticity, and affinity. Those are the brands we design and build.*



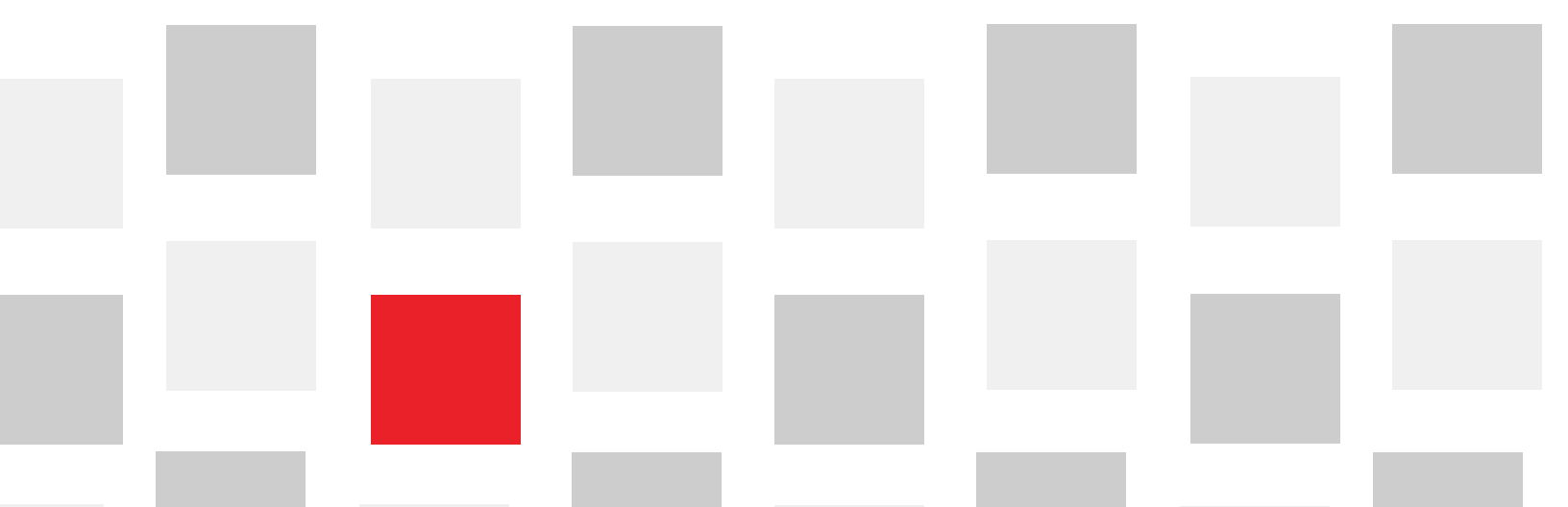
# ***DATA-DRIVEN STRATEGISTS***

## **Analytics**

We start with the end and work backwards, because as the saying goes, what gets measured gets done. Shepherd analyzes CRM, web, and social media data to identify key inflection points related to reach, engagement and conversion. Those insights are then used to design content that drives desired business outcomes.

## **Content Marketing**

Whether it's articles, infographics, podcasts, online video, newsletters, magazines or other long-form communications, our editors and producers do the research necessary to establish your brand as a trusted, credible source of news and authority building content.





# ***DESIGNERS FOR A DIGITAL WORLD***

## **Creative Services**

Shepherd writers, graphic designers, video editors and website programmers design compelling content for every touchpoint between brands and their market. Print, digital, video, or audio - we cover it all.

## **Social Media**

Social media is a conversation, not a monologue. Our team facilitates and closely monitors those interactions through both native, curated, and sponsored posts. We increase engagement and leverage those connections to help you expand your follower base.





# ***ENGAGEMENT ENGINEERS***

## **Online Reputation Management/SEO**

As Warren Buffett famously said, “It takes 20 years to build a reputation and five minutes to ruin it.” That’s particularly true on the internet. We make sure you’re prepared for crisis situations with proven strategies, operating protocols and 24/7 execution. Once the storm passes, we utilize our search engine optimization (SEO) expertise, anchored by keyword research, to rebuild your reputation online.

## **Advocacy**

Public policy decisions revolve around educational content like position papers, briefing packets and informative audio/visual presentations. Shepherd coordinates the quantitative and qualitative research that informs messaging, then develops content aimed at educating staff, key policy makers and advisory groups.





# ***RELATIONSHIP BUILDERS***

## **Media Relations**


With licensed access to more news outlets than any other media intelligence platform in the world today, The Shepherd Group offers unmatched research, development and tracking capabilities. The end result: smarter, better targeted pitches and story placements with press that matter the most.

## **Internal Communications**

Do you have a mission, vision, and values statement that reflects the company you are today - or, the one you used to be? Are you getting the engagement and traction needed to advance company goals? Our team can help you audit what's working and what isn't, along with developing a blueprint for future success.

## **Financial/Investor Relations**

Strict compliance and regulatory requirements require specialized expertise in financial communications. We have it. Our team produces everything from earnings releases to annual reports as well as customized investor communications.



[theshepherdgroup.com](http://theshepherdgroup.com)



**SHEPHERD**  
Be The Bigger Brand