

Joan VanOrman

Focused marketing for photographers



Company Fact Sheet

Services:

- Marketing service company located in Western North Carolina (Brevard).
- Specialty in marketing for photographers, artisans and creative businesses.
- Services include:
 - Creative Marketing Plans
 - Public Relations Programs
 - Image Procurement for Marketing, Business or Home Décor
 - Content Development
 - Editorial Ideas and Editorial Calendars for Business
 - Media Kits and Artist Toolkits
 - Press Release Writing and Distribution
 - Digital Public Relations
 - Speaking, Presentations and Custom Seminars - *sample topics*:
 - The FOCUS Approach – 5 steps to an Actionable Marketing Program
 - The Intersection of Art & Business
 - How to Visually Present Your Business
 - Finding Time for Marketing
 - How to Develop and Curate Marketing Content
 - Using Traditional and Digital Public Relations

Background:

- Bachelor of Arts and Master of Arts in Advertising from College of Communications Arts at Michigan State University.
- Marketing Communications Director with Verizon and GTE.
- Clients include photographers, photography events, retail and service companies, artisans, non-profit organizations.



Location & Contact:

44 W. Jordan St. #10, Brevard, NC 28712

Email: Joan@JoanVanOrman.com

Website: JoanVanOrman.com

Phone: 828-553-7515