

INVIEW COMMUNICATIONS FACT SHEET

Founded:	1998 in Phoenix, AZ as Susan Sears & Associates (SSA) Public Relations
Founder and President:	Susan Sears
Managing Director:	Carey Madsen
Offices:	Phoenix, AZ and Greenwood Village, CO

Overview

InView Communications specializes in integrating public, internal, media and investor relations with strategic social media programs to meet its clients' business objectives and deliver measurable results. The InView team has been helping clients enhance their brands by connecting and engaging with key target markets since 1998.

InView goes beyond traditional communications programs, recognizing that businesses need to be in touch with customers through a multitude of venues to be successful in today's marketplace. Enhancements in online, social and mobile communications tools continue to redefine how consumers and business people form opinions, make buying decisions, obtain news and share information. That's why InView combines its proprietary social media platform with traditional strategies to help clients create brand awareness, drive loyalty and stimulate sales.

The award-winning InView team has decades of experience in business-to-business and business-to-consumer communications and marketing. Each client is matched with a seasoned InView professional who understands their core business and implements strategic communications and marketing programs.

InView clients range from small nonprofits to Fortune 100 companies in industries such as banking, communications, construction, education, entertainment, financial, franchises, hospitality, legal, nonprofits, seniors, special events, technology and telecommunications.

Social Media Platform

InView Communications' social media platform was first introduced in 2007, and evolves with changes in technology and market conditions. Developed by our team of communications and engineering experts, InView's proprietary platform goes well beyond traditional social media programs and delivers detailed social media monitoring, evaluation, engagement strategies and measurement.

Social media enables online collaboration and exchange of information, news, ideas and opinions. But content overload is an ever-growing problem and no brand wants to spend the time or money to be 'everywhere' online. Our platform prioritizes the most influential social media sites, as well as the individuals and organizations that shape opinions about each client's brand.

Communications Strategies

InView offers a full range of traditional communications strategies. The InView team implements comprehensive communications programs in tandem with overall business, marketing and sales plans.

We understand how communications strategies support business objectives, and we deliver return on investment. InView programs are focused, integrated and measurable, and can include:

- [Crisis Communications](#)
- [Internal Communications](#)
- [Investor Relations](#)
- [Industry Analyst Relations](#)
- [Media and Public Relations](#)
- [Media Training](#)
- Public Policy (add hyperlink when page is ready)
- [Special Events](#)

For more information, visit inviewcommunications.com, or reach us at: 602.956.6776 or 303.707.1776.