

MANAGING COMMUNICATIONS



**Strategy.
Advisory. Training.
Content Marketing.**

**Susan Long-Molnar
assists businesses
to increase sales,
retain their clients,
and engage their
employees.**

What Clients Have Said...

Susan helped us work through some communication issues in our office a few years back, and I continue gleaming from her expertise. More recently I've taken her Strategic Marketing seminar and was very impressed with her understanding of the current economic situation and very pleased with the practical suggestions she gave. The seminar was very interactive and productive on oh so many levels, including networking, brainstorming, and implementation. I highly recommend Susan and encourage anyone looking to get a good handle on marketing to attend any upcoming seminars.

**Georgie Marquez-Andre, AIA
VP at Andre + Marquez Architects, Inc.**

Gainesville Regional Utilities recognized a need to improve internal communications, specifically from supervisors to their staff, regarding corporate-level goals and objectives. We were impressed by Susan Long-Molnar's experience, understanding of our needs, and especially in her flexibility in tailoring her course to meet our needs. Susan is very effective at communicating core concepts and knows how to manage a group dynamic to keep the employees focused. She easily grasped the complex issues of a multi-service utility. Surveys of the attendees revealed that they found the experience to be valuable ...

**Dan Jesse, Retired GRU Corporate Communications
Gainesville, Florida**

Susan is an excellent source for consulting on marketing for businesses. She helped us create a brand for our firm and assisted our associates develop their marketing skills. She was also very instrumental in providing us with business marketing contacts, with increasing our visibility in the business community and providing constructive critiques of our marketing material.

**Nell Green, CPA, CVA
Asst Vice President at Jones CPA Group, P.C.**

Get More Results

- Identify target markets and be strategic in building relationships
- Establish strategic marketing goals, objectives, tactics, timelines and measurements
- Audit marketing strategies and processes; Develop marketing metrics and monitoring systems
- Develop cohesive, effective marketing content
- Learn to use social media to get more sales and referrals
- Communicate effectively with customers, internal customers, and prospects
- Build and implement customer retention and referral plans
- Understand and collaborate with multi-generations, diverse cultures, across communications styles
- Communicate and increase employee engagement
- Develop collaborative, thought leader management teams/boards
- Implement engaging content for social media, web sites and all marketing

Susan Long-Molnar is an industry leading consultant, strategist, trainer and presenter in communications, marketing and PR. After an eleven year jaunt in corporate communications management for regional operations of Sentara, Cox Communications, and USAA, she founded Managing Communications in 2002. She has served clients growing their footprint in Virginia and beyond and has presented or conducted training regionally and nationally for a wide-range of industry associations.

Her motto is simply...**Let's Talk the Walk!**



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