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INTERPROSE GIVES VOICE TO NEW STRATEGIC COMMUNICATIONS BLOG

Veteran communications agency frames conversations about successful marketing, PR, and social media strategies with fresh perspectives and bold insights

RESTON, VA, NOVEMBER 7, 2013 – [Interprose](#), a strategic communications company advancing credible perceptions and delivering unparalleled results for its clients, today unveiled its new “Interprose Voice” blog. Designed to give readers a greater understanding into the impact that highly effective integrated communications can have on brand visibility and value, Interprose Voice provides unique perspectives and unconventional wisdom about B2B marketing, public relations, and social media strategies.

“With the continued shift toward real-time, 24/7 social communications, businesses and brands today are finding it more challenging than ever to capture the attention of customers and prospects,” said Vivian Kelly, president and CEO, Interprose. “Interprose Voice will help make sense of these ever-changing dynamics by delivering rich insight, innovative ideas, and actionable communications strategies that enable businesses to achieve uncommon success in the marketplace.”

The introduction of Interprose Voice follows the successful launch of a recently redesigned and expanded website embodying Interprose’s 15-year track record of proven successes for its technology-focused client base. The blog showcases the company’s expertise in an array of diverse practice areas, addressing topics and emerging trends such as the influence of integrated marketing on buying decisions and brand awareness, the power of Wikipedia, content strategies, and crisis management in an always-on, social media-oriented world.

For more information about Interprose, please visit our [website](#) or connect with us on [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#), and the Interprose Voice [blog](#).

About Interprose

Founded in January 1998, Interprose is a strategic communications company serving B2B technology innovators, including high-tech startups, established enterprises, and industry associations. With employees located across the United States, its team of seasoned professionals is dedicated to advancing meaningful differentiation in an era of increasing marketplace noise. Practice specialties include communications strategy development; public relations; social media; print advertising; digital marketing; writing; project management; search engine optimization (SEO) and search engine marketing (SEM); and brand creation. Interprose is a member of GlobalComm PR Network, a unified group of independent international PR and marketing communications agencies with a proven track record in their domestic countries.

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