

# NEWSLETTERS *and* CONTENT CREATION

There has never been a better time for companies to tell their own stories.

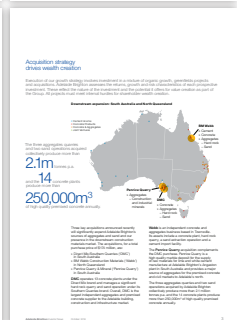
*The attention of media audiences is fragmenting as the mainstream media competes with multiple online and social media channels that are becoming increasingly influential sources of news.*

This trend represents an important opportunity for companies to communicate with their key audiences directly and tell their stories the way they want them told.

FIRST Advisers produces professional, engaging, relevant content for a variety of uses and

complements that with an in-house design and production capability that will give your newsletter, digital content' or presentation authority and flair.

We are not only writers, we are professional storytellers who will help you refine your key messages and communicate them persuasively.



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## What we offer

- Professionally produced newsletters for investors, customers, clients, staff and other stakeholders
  - » A mini-newspaper, in essence, that presents company news in the way you want it told, enhanced by the journalistic integrity of our writers
  - » Our experience in newsletters ranges from the consumer level to senior professional and technical audiences
  - » Designed and produced entirely within FIRST Advisers, working closely with the client
- Speeches and presentations  
Compelling, expertly-researched and written presentations tuned to the audience and the speaker
- Website and intranet content  
Succinct writing for your company's public websites or intranet – for the biggest impact in the fewest words
- Blogs and social media content  
Knowing how to say it on social media is as important as what you say. We know how to create digital content that works across the different social media platforms

- Op-eds and letters to the editor  
Sometimes it pays to take the direct route with your message. Use our media experience to craft opinion articles the editor will want to publish
- Printing services  
Putting it in print is still a valuable means of engaging with the reader and giving legitimacy to your content. Surveys show that readers are still much more likely to read a printed and mailed newsletter, for example, than a PDF

## Why FIRST Advisers?

- We are staffed by experienced corporate writers and journalists
- Strong financial markets, listed company and investor relations experience
- An in-house design and production team
- Experienced media practitioners who understand audiences and how to target them

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### How to find out more

Contact Victoria Geddes or Ben Rebbeck  
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# FIRST ADVISERS

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