

ALLIANCE STRATEGIES

Strategic Communication | Engagement
Branded Environments & Experiences

creating meaningful connections



DUNS: 1169762

CAGE: 89AT8

NAICS: 541613, 541910, 541820,
541810, 561920, 541430 &
541611

CERTIFICATIONS

GDOT DBE

GDOT Prequalified Area Class 1.07

MARTA ACDBE

Atlanta AABE, FBO, SBO

Clayton Co MWBE, SLBE

Clayton Co Water Authority SLBE

DeKalb Co LSBE

ABOUT US

Alliance Strategies is a strategic communications and engagement agency that helps clients achieve their goals on time and within budget. We've helped numerous local governments and agencies connect with their constituents and ensure that citizens are actively involved in decisions that impact their community. Alliance Strategies has been successful in reaching historically under represented populations and delivering insight for informed decisions in support of capital improvement, community development and transit initiatives throughout the region.

With specialized expertise in community engagement, branding and social marketing, our measurement-focused approach creates meaningful connections that engage audiences, cultivate partnerships and move people to act.

CORE COMPETENCIES



STRATEGIC COMMUNICATION

Communication Plans
Message Development
Target Identification
Positioning Strategy
On-line Presence Management
Website Development
Creative Direction
Social Media Management



COMMUNITY ENGAGEMENT

Stakeholder Mapping
Public Opinion Polling
Meeting Facilitation
Partnership Cultivation
Advisory Committee Management
Environmental Justice Outreach
Coalition Building
Public Involvement



BRANDED ENVIRONMENTS & EXPERIENCES

Event Planning
Customer Interactions
Brand Development
Signage
Experiential Design & Marketing
Project Milestones
Construction | Hoarding Advertising
Wayfinding

PAST PERFORMANCES

Clayton County Comprehensive Transportation Plan
Connect Douglas Fixed Route Bus Service Launch
Clayton County SPLOST Communications
Douglas County Multi-Modal Transportation Services Rebranding
City of South Fulton Education and Outreach Campaign
City of Stockbridge Comprehensive Plan Stakeholder Engagement
Hwy 138 Overlay Public Outreach and Engagement

DIFFERENTIATORS

Our approach is centered on **Intention, Inclusion, Innovation, Insight & Impact.**

We collaborate with clients to define and incorporate mutually agreed upon metrics for success.

We create positive and lasting impact utilizing IAP2 best practices, the international standard for public participation.



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