

Strategic
Communications

Need help creating content? Get in touch:

linda@stratcommunications.com

Examples of Blog Content: Click on Images to Read Posts

(Note, comments are examples only and do not, necessarily, correspond directly to images.)

Going beyond marketing content: How to empower all your teams to create video

Sarah Hughes
Jun 23, 2020



“Balancing high-level thinking with attention to detail, Strategic Communications grasps tasks quickly and gets the job done efficiently.”

“An acquaintance of mine worked with them and recommended Linda. Her postings have always impressed me, and we became friends. I've always used her. We've never worked with another agency.”

How to use video to align global employees

Sarah Hughes
May 19, 2020



Best Practices for Improving Data Literacy

February 4, 2020 /// No Comments

Data has to be freed from the back room, freed from the engineers and made an asset for everyone in the company to understand, use and value.

“People assume it's too hard to copy voice, but she makes a cogent argument from my viewpoint. She is a phenomenal writer, and I rarely edit anything she's written. Among all the vendors and sub-contractors I work with, she is by far the best.”

CAREFUL WHAT YOU THINK WEB ANALYTICS SAY - SOME COMMON MISCONCEPTIONS

By Lisa Isbell on Feb 21, 2020 10:02:48 AM



“The team expertly captures my voice, and they’re completely self-sufficient. Working with them is a totally different experience from what I had in the past.”

Does Unconscious Bias Training Work?



As companies are being called to [address racism in today's workforce](#), there have been [responses](#) suggesting that merely providing unconscious bias training isn't enough to eradicate racism.

“I found them through our previous PR company. Linda was the ghost writer for both my books, and then Strategic Communications became my social media team right after. I started working with them in spring of 2011, and it's still ongoing. I'll work with her forever, if I can.”

“Strategic Communications was recommended by a colleague. Talking to Linda, it was clear she knew what she was talking about. She was very open to crafting a proposal that would work for us and was flexible in being able to ramp up when needed.”

WHY INCREMENTALITY IS KEY TO UNDERSTANDING YOUR MARKETING

MAY 4, 2020



“I had worked with PR and social media agencies before and found that a lot don't know what they think they know. When they don't know something, they tell me that and then research it. They don't just tell us what we want to hear.”



Cloudbreak CEO Jamey Edwards' Mission To Humanize Health Care

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Social Engineering: What Your Guests Don't Know Could Hurt You

August 25, 2017 [Hotels, Technology](#) [Share](#)

By Cvent Guest

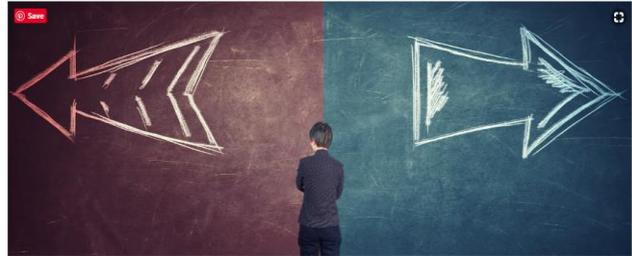


“Linda has a very systematic and organized approach to marketing and communication. She does an excellent job researching her topic and preparing and executing a thorough plan. Linda works hard to understand her customers and prepare a plan to meet their unique needs.”

“Creates high-quality work and needs minimal oversight to do it. Her self-management makes all our work stronger, and it's created a stellar relationship. She's also lightning fast. It'll take her 30 minutes to do what might take me three hours.”

Strategy

Going Digital: Establish a digital branch or launch a new digital bank?

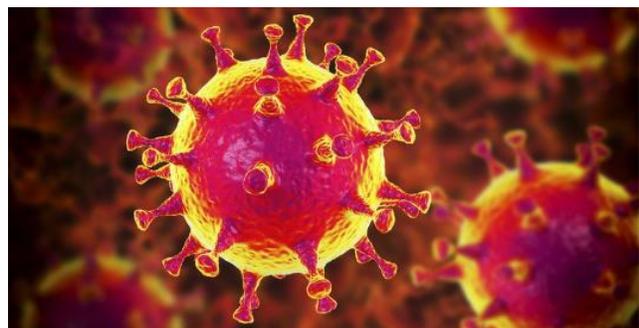


WORKING REMOTELY: TOOLS AND TIPS FOR WORKING FROM HOME



“As a small business, Strategic Communications understands how to communicate the benefits and needs of the small businesses they work with. Their lead writer, Linda Pophal, is highly communicative and does well with handling multiple projects at once, delivering work that rarely requires edits.”

“...a pro of the highest caliber. Her organizational skills are impeccable, her strategic insights are inspired, and she commits herself to a clear and decisive path that never wavers--all of which consistently yield successful results.”



How COVID-19 Will Change Healthcare—Forever