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## **Nickerson PME, a public relations and marketing firm, that thrives on personal service and attention to detail**

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Nickerson PME is a public relations and marketing firm that thrives on personal service and attention to detail. Living by the motto of 'concierge communications', the team facilitates the desired results of great exposure, brand elevation and increased revenue for their clients utilizing public relations, media management, targeted marketing efforts and strategically planned events executed in a personal, hands-on approach.

Their clients' success, as well as their own, is accomplished with a great mix of experience from the team leaders at Nickerson. Lisa Nickerson, principal, comes from a commercial real estate background which included leasing, investment sales and marketing. Deborah Griffin, project director for Nickerson, comes from a residential real estate background that includes directing the marketing and sales for some of Boston's leading residential developments as well as advertising, budgeting and property management.

Nickerson and Griffin's combined 25 years of experience provides their real estate clients with depth of knowledge in all facets of the real estate industry. Additionally, both women maintain their Massachusetts real estate sales licenses. Commercial leasing and promotion, residential sales, marketing, management and budgeting are all areas of expertise that serve the needs of each client. When planning and executing an integrated marketing and public relations plan, the Nickerson team is able to draw upon real world experience rather than theory or assumptions.

The Nickerson client base is largely real estate oriented however; this does not prevent other businesses from utilizing the teams' hands-on and focused approach to reaching goals and milestones. Other clients have included dental experts and product promotion within the dental industry, consumer goods, a law firm, a software development firm, a film maker, an urban sustainable living specialist and a medical waste company to name a few.

In 2007 the Nickerson team worked closely with over 20 clients, serving their company's public relations and marketing needs. Nickerson is looking forward to continued relationships with current clients and business partners while continuing to push forward to meet internal growth goals. As important as it is to serve clients needs, the team will continue to keep up with current trends and business strategy, public relations tactics and marketing promotion by ritualistic style continuing education. Advanced degrees, seminars, and continuing education classes provide the means for better results and faster decision making in times of strategic planning and/or crisis. This philosophy has allowed the team a broader base for consulting and will launch Nickerson into 2008 for its most successful year yet.

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