



The difference is
making one.



Our Agenda

About us

NYSBA's opportunity

Our approach

Initial ideation

Budget

Q&A

Our team



Why martin?

- Offices across New York State
- Extensive legal and association experience
- Full-service integrated agency
- Digital sophistication



Integrated,
full-service
communications
firm



Founded
2001,
a Hearst
investment
2020



Partner to
regional,
national, and
global brands



Recognized
for industry
excellence



In-depth
B2B and B2C
marketing
experience



**Fully
integrated
services.**

**95+ associates.
research. strategy.
analytics.
branding. creative.
digital. media.
social media.
videography.
public relations.
public affairs.**



NO. 01

Custom Solutions

We craft communications strategy that resonates with the target audience

NO. 02

One-Stop Shop

We provide integrated marketing solutions and serve as an extension of our clients' teams

NO. 03

Creative Chops

Our creative is informed and powerful and will stand out from the rest

NO. 04

Trusted Partners

Brands trust us to deliver on their most challenging communications needs

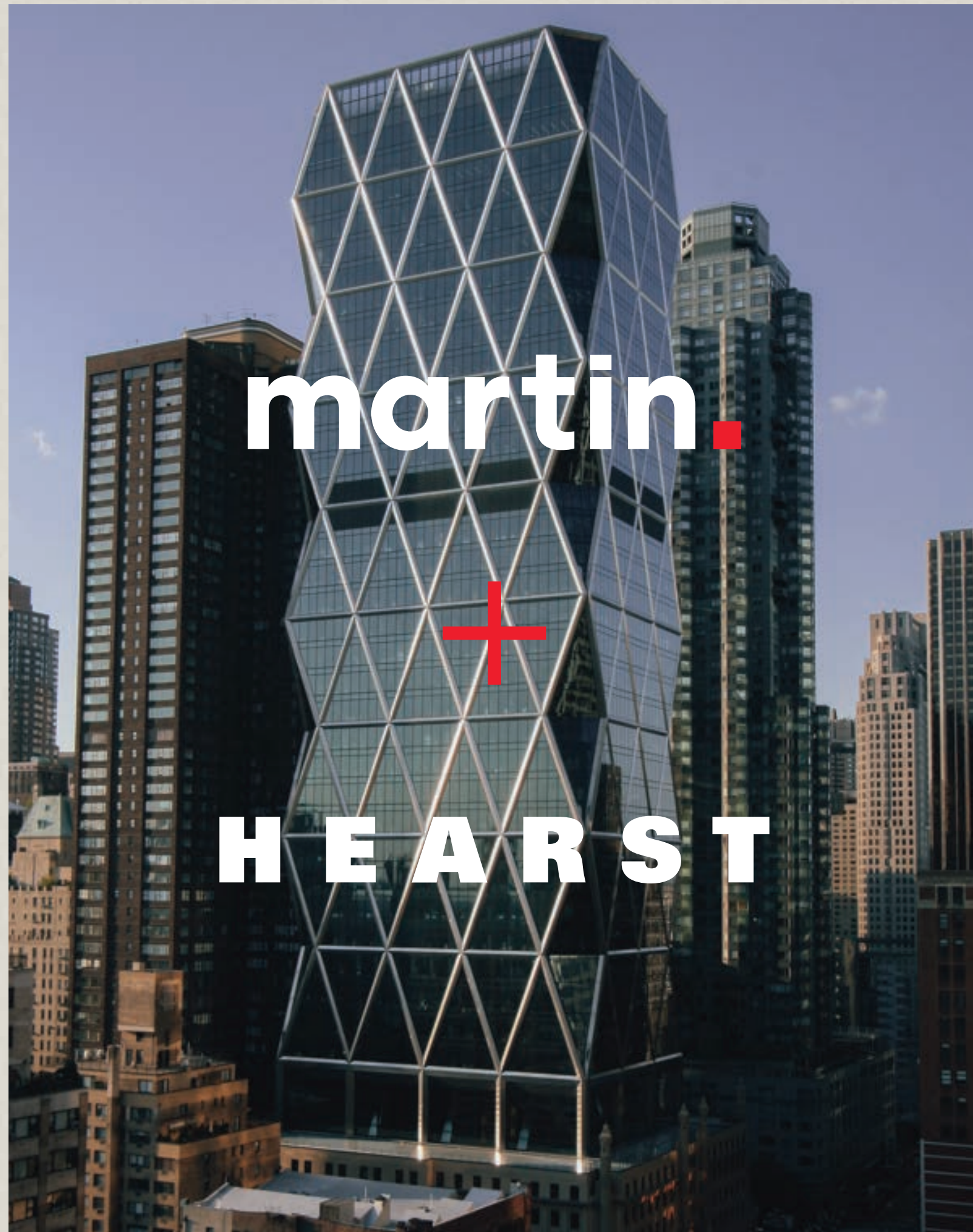
mission

we use brand intelligence to define and execute marketing strategy.

vision

we inspire people toward positive action.





→ A leading diversified business information and media powerhouse

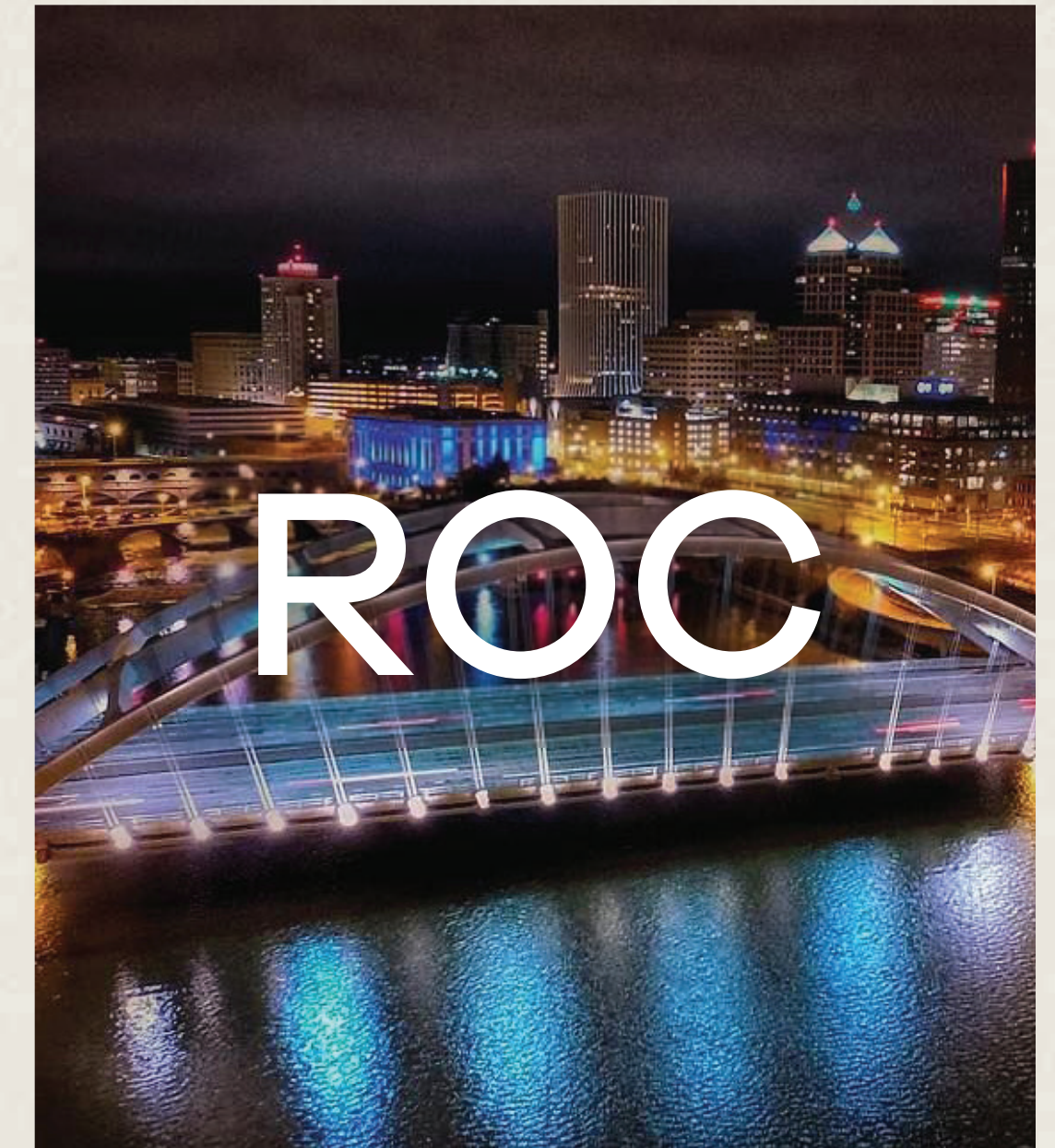


→ Recognized as one of the largest, sophisticated drivers of data alongside brands like Google, Apple, and The Walt Disney Company

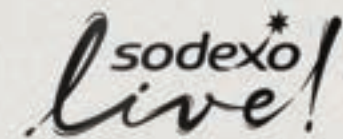
→ Premium portfolio of brands



The Martin Group's statewide footprint and keen understanding of the diverse people, communities, and regional nuances that comprise the Empire State position us well to grow brands who call NYS home.



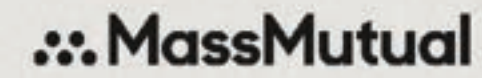
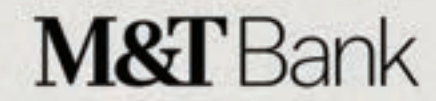
FOOD &
BEVERAGE



SPORTS &
LIFESTYLE



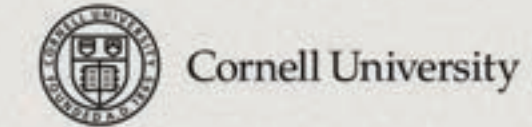
FINANCIAL



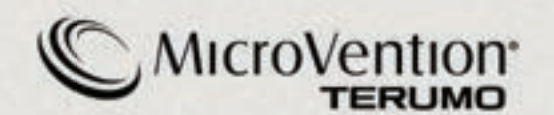
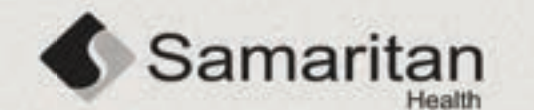
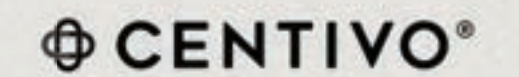
NONPROFIT



EDUCATION



HEALTHCARE



Our Law Firm Experience



Our Association Experience

- New York State Restaurant Association
- International Foodservice Manufacturers Association
- New York State Association of Realtors
- New York State Society of Physician Assistants
- United New York Ambulance Network
- New York State Association of Professional Land Surveyors
- New York Public Transit Association
- New York State Funeral Directors Association
- Consumer Directed Personal Assistance Association of New York State
- New York State Veterinary Medical Society
- Pet Industry Joint Advisory Council
- New York Farm Bureau
- Northeast Dairy Producers Association
- New York State Vegetable Growers Association
- The Business Council of New York State
- New York State Coalition of Children's Behavioral Health
- Coalition for Behavioral Health
- Alcoholism and Substance Abuse Providers of New York State (ASAP)
- Apartment Professional Trade Society of New York State
- New York State Association of County Health Officials



Our Integrated Approach

- We believe the most powerful communications consider different perspectives, and succeed when they strike the perfect balance between data, experience, imagination, and strategy
- At The Martin Group, you'll have access to experts in all of the integrated communications disciplines under one roof

Brand

Fuel

A proprietary process that powers breakthrough marketing campaigns and exceptional results

-  discovery/research
-  strategy
-  integrated communication plan
-  creative development
-  execution/data measurement

opportunity



the situation

- Substantial brand equity:
 - 145+ years of history
 - 55K members
- Not everyone (younger members especially) fully grasps the breadth of benefits that come with NYSBA membership
- Need to communicate details of the membership model shift
- Focus on connecting with current and potential members digitally

OPPORTUNITY

NYSBA value and opportunities

“It is a great way to identify and maintain relationships that either lead to us referring work to them or them referring work to us.”

“Attorneys really focus on the ability to take advantage of colleagues by running things past them; as an outlet for writing and speaking. There is also an abundance of literature, conferences and continuing legal education that helps to have the best grasp on NY law. There really is no place to get this depth of subject matters.”

“Make it more difficult for firms to say no to enterprise membership. If membership was ‘opt-out’ rather than ‘opt-in’ for our attorneys, NYSBA would have more members.”

“Attorneys are busy and often don’t think about the opportunities that NYSBA offers unless it slaps them in the face. Perhaps offering more ‘free’ networking opportunities or CLEs will encourage more members to join. I know a lot of attorneys that find great value in developing personal and professional relationships through NYSBA.”

“Younger attorneys do not recognize the importance of relationship-building and networking. There is a wealth of info available to you as a member, as well as what you absorb from the social aspect of the group.”

our approach



OUR APPROACH

campaign overview

- Strengthen brand position
- Communicate value proposition
- Spotlight current members
- Reach out to law firms and law schools
- Segment audiences by criteria that may include demographics, geography, and membership status

campaign phased approach

Phase 1: Awareness

- Communicate the reasoning, benefits, and changes of the new membership model
- Continually promote the value NYSBA provides (education, networking, leadership)

Phase 2: Engagement

- Segment audiences to drive them toward conversion (members, former members, non-members, NY members, key markets outside NY)

Phase 3: Conversion

- Integrated campaign to convert new and retained memberships across multiple tools, tactics, and channels

Phase 4: Retention

- Ongoing focus on building loyal ambassadors among current members

OUR APPROACH

persona development

We believe it will be important to define NYSBA's audiences so we can customize our communications to each segment. Part of our strategy process will be to research and create three to four (3-4) unique personas that will each have their own specific user journey.

Personas are research-based archetypal representations of who members are, what they are trying to accomplish, what goals drive their behavior, and how they make decisions.

- Using data gleaned from our strategy phase and secondary research platforms at our disposal, our media and strategy team will collaborate to develop three to four (3-4) personas as part of a focused messaging and lead-gen strategy
- Each persona will be given a name and will be assigned characteristics and demographic details to reflect a segment of the audience
- Total number of personas may vary depending on the number and type of priority members NYSBA is targeting.

Details may include:

- Primary motivators/goals
- Primary concerns/fears
- Gender, age, education, ethnicity
- Household income
- Employment/education status
- Familial and marital status
- Relevant behaviors and interests
- Geographic environment (i.e., urban/suburban/rural)

OUR APPROACH

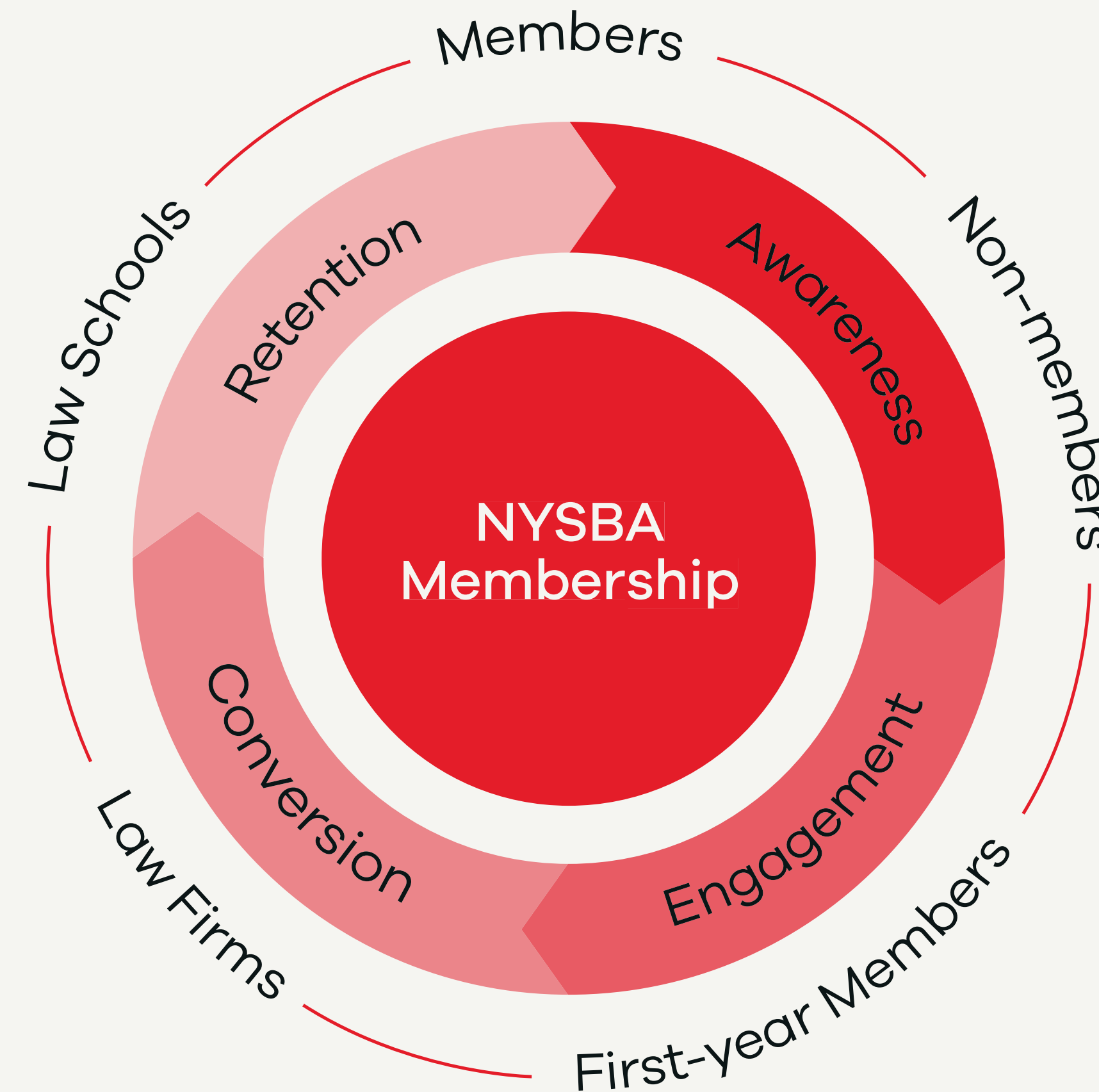
NYSBA membership campaign

Retention

- Organic Social Media
- Video
- Content
- Email
- Print

Conversion

- Paid Social Lead Gen
- SEM
- Web
- Print



Awareness

- Native/In-Stream Video
- Paid and Organic Social Media
- Influencers
- Video
- Content
- Email
- Trade Media
- Web
- Print

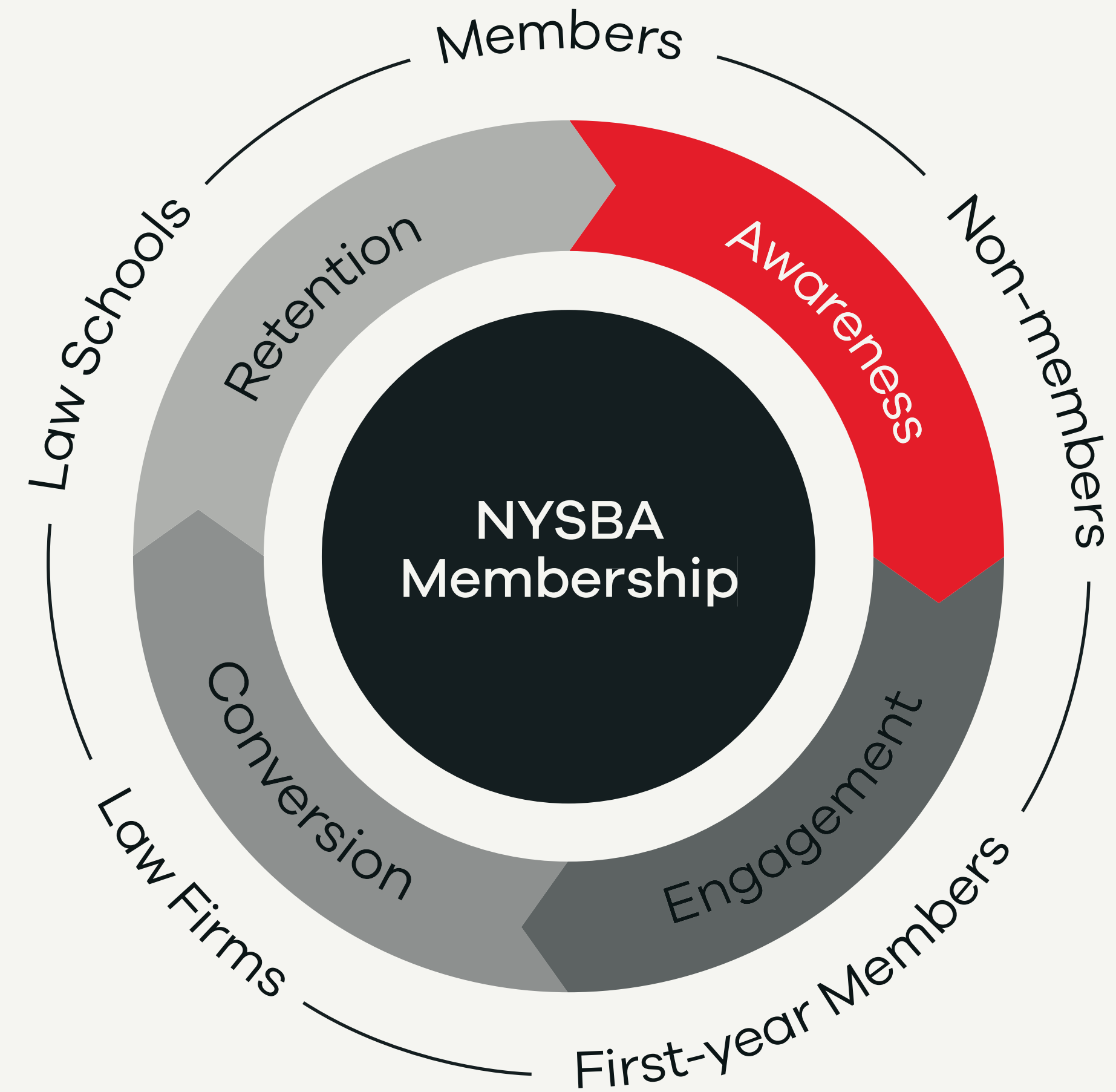
Engagement

- Paid and Organic Social Media
- Influencers
- Video
- Content
- Email
- SEM
- Web
- Print

OUR APPROACH

awareness overview

- Brand positioning to new prospects – New York State and beyond
- Emphasis on first-year members
- Educate existing members on new subscription model and opportunities
- Begin the user journey through awareness, education, and thought leadership



OUR APPROACH

awareness tactics

Native/In-stream Video

- Demographic
- Geographic
- Interest-based/Affinity
- Intent-based
- Contextual

Paid Social (LinkedIn)

- Demographic
- Geographic
- Job title
- Job function
- Industry

- Seniority
- Company
- Member groups
- Boosted organic social

Paid Social (Facebook & Instagram)

- Demographic
- Geographic
- Job title
- University/College
- Interest
- Boosted organic social

Organic Social

- Highlight CLE programs
- Publication excerpts
- Podcast excerpts

YouTube & Video

- Brand-focused
 - :30 in-stream or pre-roll
 - <:15 non-skippable formats
- Docuseries
- Interviews
- Roundtables
- Thought leadership videos

awareness tactics cont.

Social Influencers

- Highlight membership benefits

Content Marketing

- Blogs
- LinkedIn articles
- Thought leadership videos

Web

- Landing page highlighting program changes
- Video showcasing what members get behind the login
- Answering FAQs

- Capturing emails for non-members to receive updates

Email/Marketing Automation

- Drip campaign rolling out key messaging about membership changes
- Segmentation to customize messaging per key audiences, possibly including:
 - First-year attorneys
 - Size of firm
 - Total years as member

Trade Media

- Digital display ads
- Print advertising
- Newsletters
- Event Sponsorships
- Webinars
- Trade shows
- Direct mail

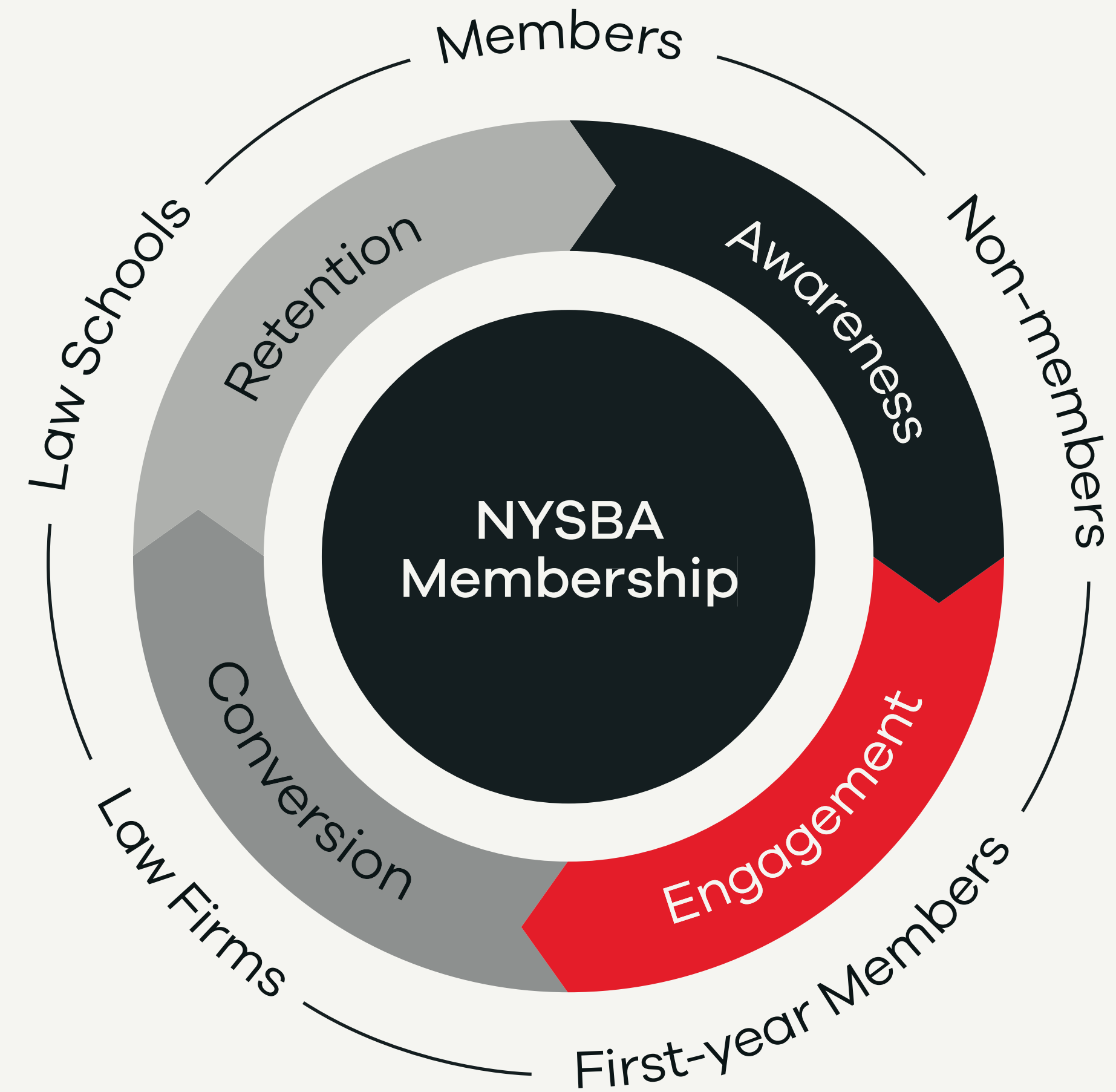
Print Marketing

- Letters from NYSBA leaders
- Testimonials from members
- Important updates (drive to website)

OUR APPROACH

engagement overview

- Engage new prospects
- Convert free members to paying ones
- Retain existing members/leverage new brand positioning and opportunities
- Continue user journey through engagement tactics



OUR APPROACH

engagement tactics

Video

- Pre-roll non-skippable and skippable in YouTube
- In-feed on social platforms
- Thought leadership videos

Paid Social (LinkedIn)

- Website retargeting
- Social engagement
- CRM lists
- Lookalike audiences

Paid social (Facebook)

- Website retargeting
- Social engagement
- CRM lists
- Lookalike audiences

Social Influencers

- Highlight new membership benefits
- Showcase changes to membership model

Organic Social

- Highlight program changes (video)
- Promote membership acquisition

SEM

- Brand
- Non-brand
- Competitor targeting

engagement tactics cont.

Content Marketing

- Whitepapers
- LinkedIn articles

Email/Marketing Automation

- Direct email campaign helping guide recipients to maintain membership

Web

- Landing page highlighting program changes
- Video showcasing new benefits of membership
- Answering FAQs
- Encourage renewal/converting to a paid membership

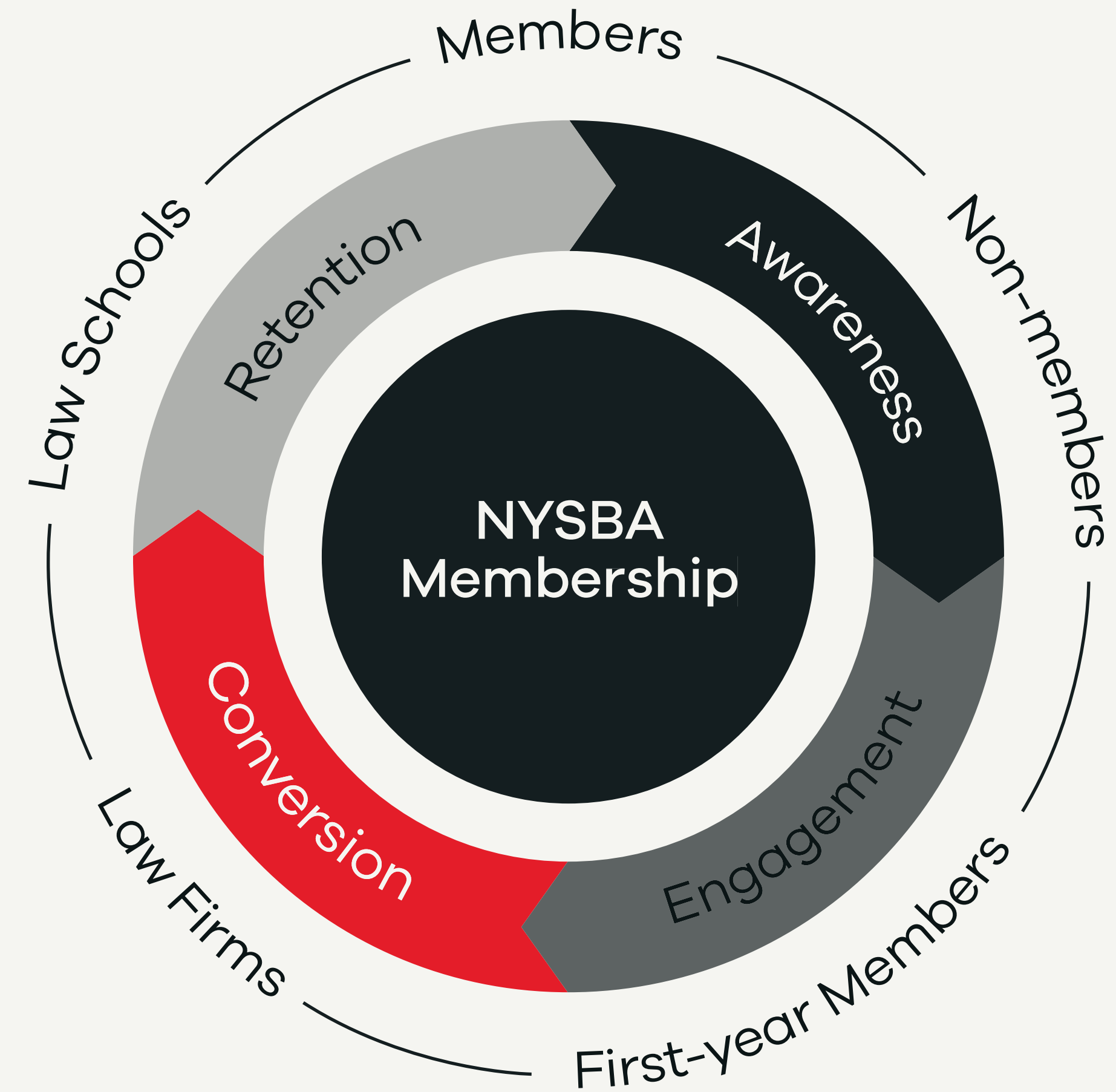
Print Marketing

- Infographic postcard promoting membership value
- FAQs

OUR APPROACH

conversion overview

- Launch new membership model
- Sign up new members
- Renew current members with new benefits
- Build first-party data
- Utilize engagement and lead gen tactics to drive to conversion (membership)



OUR APPROACH

conversion tactics

Paid Social Lead Gen (LinkedIn)

- Website retargeting
- Social engagement
- CRM lists

Paid Social Lead Gen (Facebook)

- Website retargeting
- Social engagement
- CRM lists

SEM

- Brand

Email/Marketing Automation

- Prospect CRM list
- Membership list
- Updates memberships

Web

- Simplified experience allowing members to add/update their memberships

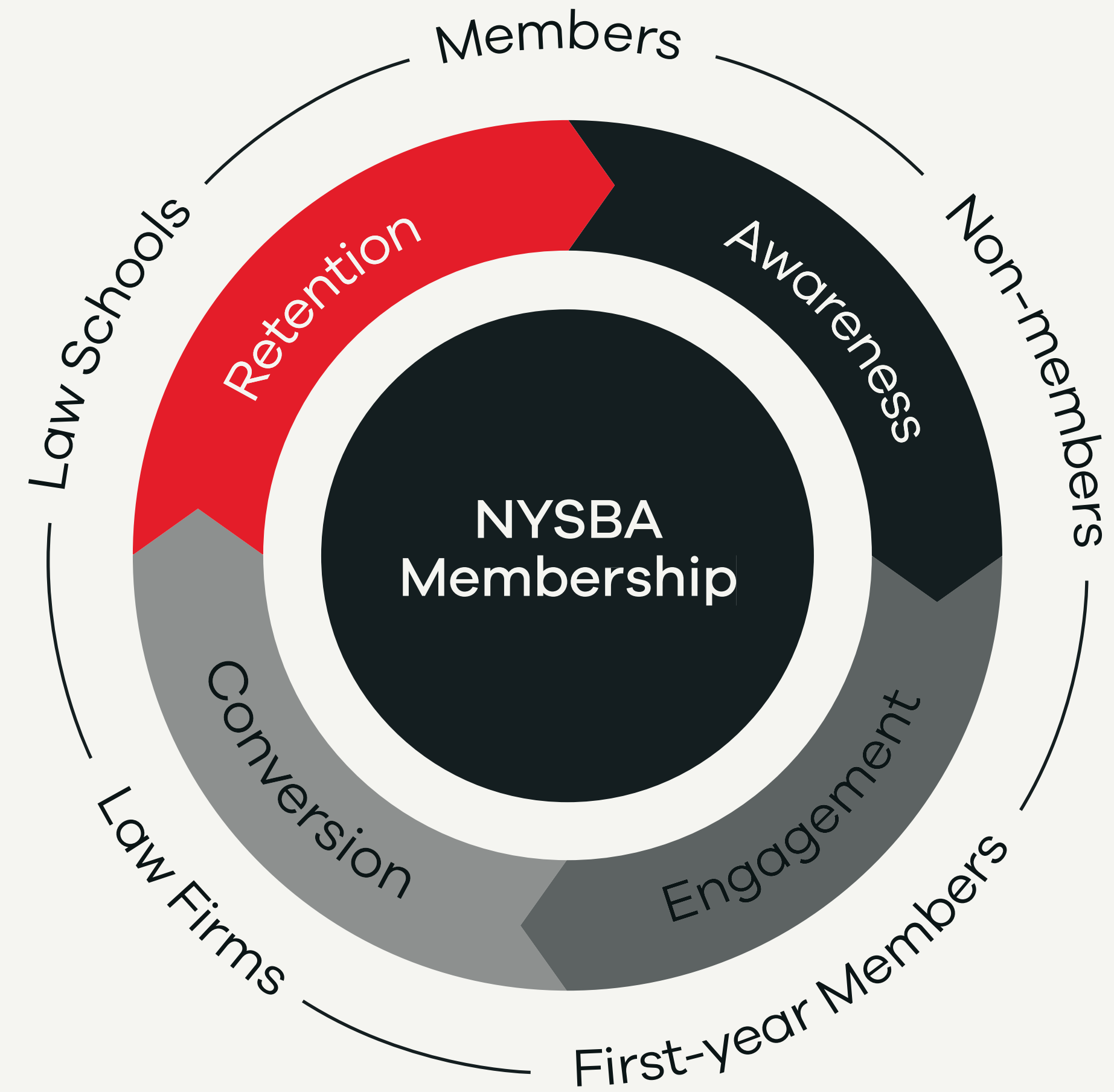
Print Marketing

- Postcards with registration timing and details

OUR APPROACH

retention overview

- Continued education, thought leadership, and opportunities to members



OUR APPROACH

retention tactics

Organic Social (LinkedIn)

- Boosted content
- Thought leadership
- Webinars
- Podcasts
- Whitepapers
- Events
- New tools

Email/Marketing Automation

- News
- New opportunities
- Events
- Webinars
- New tools
- Highlight engagement over time
(Ex: You watched/viewed X)

Print Marketing

- Brochure
- Direct mail (letters/postcards)

Content Marketing

- Blogs
- LinkedIn articles
- Thought leadership videos

Video

- Docuseries
- Video podcasts
- Webinars
- Master classes and educational opportunities

initial ideas



rising to the challenge

We believe it's paramount to consistently communicate NYSBA's value, speak directly to first-year legal associates, and work closely with law firms and law schools. Our Brand Fuel process will inform a creative concept for this campaign, but the following pages show some speculative brainstorming on activation ideas that will help NYSBA hit your membership goals.

Where Law Meets Life

First-year Law Firm Associate Docuseries

Develop a docuseries following first-year legal associates, who are new NYSBA members, in their daily roles to spotlight their transition from law school to a law firm and how they're adapting and learning the profession.

- For use in both long- and short-form content on your website, as well as YouTube, Instagram, Facebook, LinkedIn, TikTok
- Pull blogs/articles for website/LinkedIn
- Boost content to younger legal industry professionals to show membership value





Let The Record Show

Influencer TikTok Interview Series

Work with legal influencers who have significant audiences in New York State to run a series of interview posts where they talk to a variety of NYSBA members about their positive experiences with the organization, legal careers, advice for younger associates, thoughts on the industry, etc.

- Run on TikTok and repurpose as Instagram Reels
- Content could be cut up into short testimonial video ads

Trending Testimonies

Industry Roundtables

Complementing the NYSBA podcast, this would be an additional way for the organization to get in front of current and potential members with content discussing trending news items relevant to the legal industry.

This would also be a good way to showcase different members of your Sections, Committees, and Task Forces, leaning on them for content ideas that cover pressing issues in each area of focus.

→ Video and blog format, promoted on social media





The Traveling Courthouse

NYSBA Road Show

Develop a campaign to target law schools with NYSBA information and law firms with enterprise memberships and discounted group rates. Programming can include printed collateral, social ad targeting, and in-person visits with earned media pitching around trends in each market.

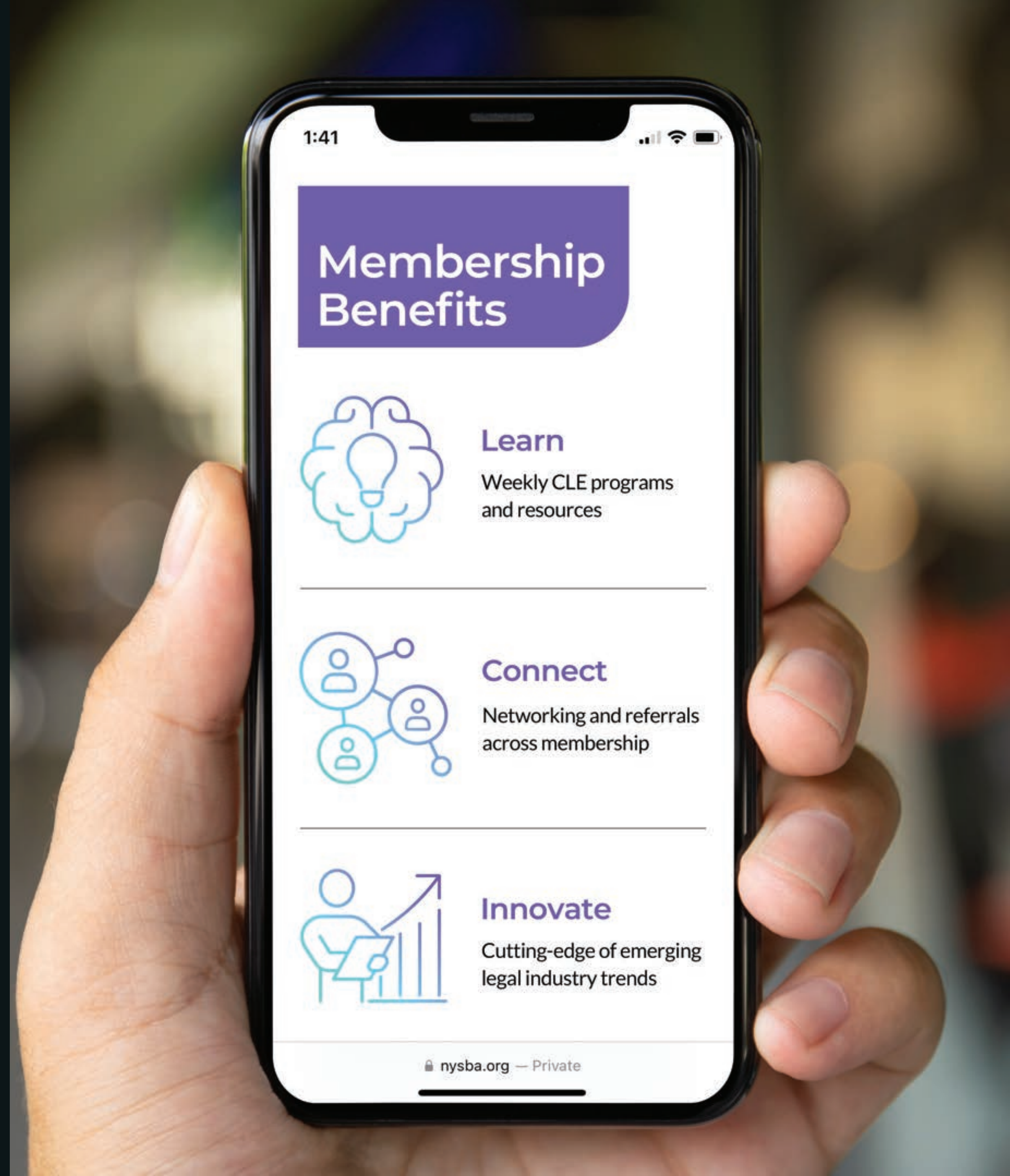
→ Support with regionalized ads targeting law firms and law schools in key markets

Visualizing Membership Value

Next-level Infographics Package

Develop a series of value-focused infographics that sell all that you get from a NYSBA membership

- Run on social media and NYSBA website, and include in ads, emails, and collateral targeting non-members





Centering on Member Service

Community Impact Content

In order to help provide more value to law firms, NYSBA could spotlight the community service work done by individual and enterprise members through your digital and social channels. This will provide law firms with an alternative avenue to promote their volunteer and pro-bono work, expanding reach beyond their own channels.

- Run in NYSBA email, website, and social media platforms

Making Membership Top of Mind

Monthly Event Recaps

This content would pull out highlights from the top events and webinars every month, and will be designed to show non-members and members what they're missing from NYSBA's valuable programming.

- Run on NYSBA's website and post on social, promoting as paid ads to target audiences



AI thought starters

AI is a constantly evolving technology that can help advance your marketing efforts while also saving time and creating efficiencies in your workflow. Here are a few suggestions on how NYSBA can leverage AI as part of this new membership model.

Sales Support

- To support efforts in converting prospective members, AI tools can be leveraged to provide additional resources for your sales efforts. AI automation can provide you visibility into your overall sales pipeline, predictive insights into each prospect's health,

and recommendations on how to best engage with prospects to move them through their journey.

AI Resource Chatbot

- To provide stronger visibility and easier access to your resources, an AI Chatbot can provide a streamlined way for visitors to find the resources they are looking for. The Chatbot can index all of your resources and use that information to establish an online knowledge base. In use, it would operate like a natural language search engine that directs visitors to specific answers or to read deeper into the resources themselves.

Content Remixing

- To extend the reach and impact of NYSBA's resources, generative AI tools can be used to better leverage your available resources. Establishing set templates for social media and email distribution, AI tools can be utilized to assess each content resource, summarize its content, and extract impactful quotes. This content can be leveraged to automatically generate new assets for distribution across your marketing channels.

estimated media budget

TASK	BUDGET EST.
PHASE 1: AWARENESS/EDUCATION	
Trade Media (8 months @ two titles per month)	\$150,000-\$200,000
Native Advertising (8 months)	\$300,000-\$500,000
Paid Social (8 months)	\$400,000-\$800,000
PHASE 2: CONSIDERATION/ENGAGEMENT	
Trade Media (3 months @ two titles per month)	\$60,000-\$100,000
Paid Social (3 months)	\$150,000-\$300,000
SEM (3 months)	\$150,000-\$300,000
PHASE 3: ACTION/CONVERSION	
Trade Media (3 months @ two titles per month)	\$60,000-\$100,000
Paid Social (3 months)	\$150,000-\$300,000
SEM (3 months)	\$150,000-\$300,000
TOTAL COSTS	\$1,570,000-\$2,900,000

Note: The media budget ranges listed above are for high-level planning purposes to get to a final confirmed media budget number. The Martin Group can work with any media budget amount that is specified and make a recommendation on the right media mix to run at an optimal duration of time, flighting, and audience reach/frequency to deliver on the campaign objectives.

media billing, fees, and stewardship

For paid media strategy, planning, and placement, we charge the industry standard 15% fee for traditional (vendor-placed) media, 30% for digital media, and 20% markup on outside production costs (such as billboard printing/production). When placing digital media, The Martin Group has an advantage because our media experts place and manage digital media in-house and our time to do so is covered by a 30% management fee. By comparison, outside digital vendors usually charge a 20% - 30% fee with their agency partner typically adding on an additional 15% commission on top of that.

Media fees cover the agency's time to negotiate, place, manage, and steward the individual media buys. This also includes fielding media sales rep calls, trafficking creative, managing added value opportunities, invoice reconciliation, etc. Should your need for services of our paid media team exceed the hours covered in the estimated fee, time would then be estimated and billed hourly as a separate job or to a retainer if applicable.

agency services budget

TASK	BUDGET EST.
PHASE 1: STRATEGY	\$42,840
Strategy Session	\$2,240
Focus Groups	\$11,520
Survey and Discovery Findings Deck	\$12,200*
Persona Development	\$10,000
Brand and Campaign Brief	\$6,880
PHASE 1: INTEGRATED MARKETING COMMUNICATIONS PLAN	\$12,960
PHASE 1: CAMPAIGN CONCEPTING, INCLUDING VIDEO STORYBOARDING	\$22,720
PHASE 1-3: ONGOING ACCOUNT SERVICE (15 MONTHS)	\$19,200
TOTAL COSTS	\$97,720

This budget accounts for what we would recommend to set up a Strategy, develop an Integrated Marketing Communications Plan and craft a Concept for this campaign. Once the strategy, tactics, and creative are approved, we would determine what it will cost to execute the campaign. This approach and timeline are flexible to your needs and budget, and can be condensed based on NYSBA's timing goals and messaging schedule.

Account service and project management are crucial components of our services at The Martin Group, from stewarding the workflow of our integrated efforts to making sure projects are completed on time, on strategy, and on budget. This portion includes communications (both internal and external), budgeting, meeting time, project status reporting, project management, scheduling, and other account and operational management-related activities that are pertinent to the success of a comprehensive communications and marketing campaign. The budget also accounts for 30-minute weekly status call for a 15-month period.

**This cost includes out-of-pocket expenses, which are additional costs and expenses not mentioned in this estimate and may include, but are not limited to stock photography, stock videos and music, font purchases, color match press checks and website domains. All supporting out-of-pocket expenses will be estimated upon the approval of the plan and tactics.*



Q&A

Q: A great deal of resources, including budget, is being spent during Phase One. Please present some of the CTAs you intend on achieving during this phase, since target audiences won't be able to register for the new membership model until Fall 2024.

- Identify and build new leads**
- Increase social media audience and engagement**
- Improve traffic and engagement to NYSBA resources for members**

Q&A

Q: With this new membership model, we will be actively marketing the “existing” model for the 2024 calendar year up until March 30, 2024. What recommendations/adjustments should be taken into consideration during Phase One so as not to confuse our overarching audience?

- Focus on existing value and benefits that are the cornerstone of the association
- Gradual, clear messaging about what will change and how it will impact members
- Provide clear paths for existing and prospective members to reach out with questions
- Tailor messaging to specific audiences

Q&A

Q: NYSBA has a great deal of content and resources at its fingertips. How would you recommend leveraging some of this content during any of the phases? For example, leveraging some of our publications' content as separate whitepapers during the awareness or conversion campaigns?

- Leveraging membership content in exchange for emails to demonstrate NYSBA's value
- Remixing long-form content for distribution through paid and organic social media and email marketing
- Targeted promotion of content to educate existing members based on their personas
- Pitch NYSBA experts as thought leaders to media in key markets

Q&A

Q: Please provide additional information on your traditional advertising campaign strategy as well as the top advertising avenue you would recommend in each vertical (TV, radio, print, pubs, streaming, etc.)

→ Our initial recommendation is to focus on traditional trade media due to quality of impressions and targeted audiences

Q&A

Q: Please spend a bit more time discussing the social media strategy specifically. In particular, emphasizing the budget allocation and where time/money should be spent within each social channel based on existing industry metrics and what sandboxes our audience(s) actually plays in.

- Our initial phases of research, discovery, and strategy will guide us in defining a detailed social media recommendation
- For existing or long-tenured members, LinkedIn will likely be the most valuable platform for connection
- For younger members, other platforms will need to be considered, including Instagram and TikTok

Q&A

Q: NYSBA has a multitude of internal resources that can be utilized for this project such as a social media specialist, additional marketing team members, internal graphic designers, and our own print shop. Taking cost savings specifically into consideration, are there aspects of the project you would recommend your firm focusing on rather than NYSBA's team handling? For example, based on existing relationships, we may be likely to negotiate less expensive advertising rates with trade publications.

- We are always looking for ways to optimize your budget and serve as an extension of your team to ensure our collaborative efforts are most efficient
- We create custom solutions for our clients based on internal teams and external relationships, and have experience adjusting based on evolving expertise and staffing
- Our initial phases will educate us on how we can best complement your resources

Q&A

Q: Our annual meeting is our largest in-person audience of members and non-members in January 2025. Please outline any strategies that you would suggest implementing during an in-person event such as this, or perhaps smaller in-person events that will occur throughout 2024.

- It will be important to be constantly re-establishing the value of NYSBA memberships**
- Focus on creating custom user-journeys for non-members who attend annual meeting to push them toward membership**
- We will work closely with NYSBA to create micro-campaigns to generate excitement and engagement at the annual meeting and other in-person opportunities in your key markets**

Q&A

Q: Please elaborate a bit more on the specific team members that would be working with us, depending on the task/initiative, and how do you ensure team continuity over the course of an overall contract period?

- Our Account Executive will be the steward of your campaign, working between the NYSBA team and our integrated Creative, Digital, Strategy, Content, Media, and Public Relations leaders
- We will work with your team to craft an overarching strategy at the outset in order to give our entire integrated team a solid foundation off which to work
- It will be important to revisit that strategy as the campaign progresses and we see how different audiences are reacting to content and messaging

your team

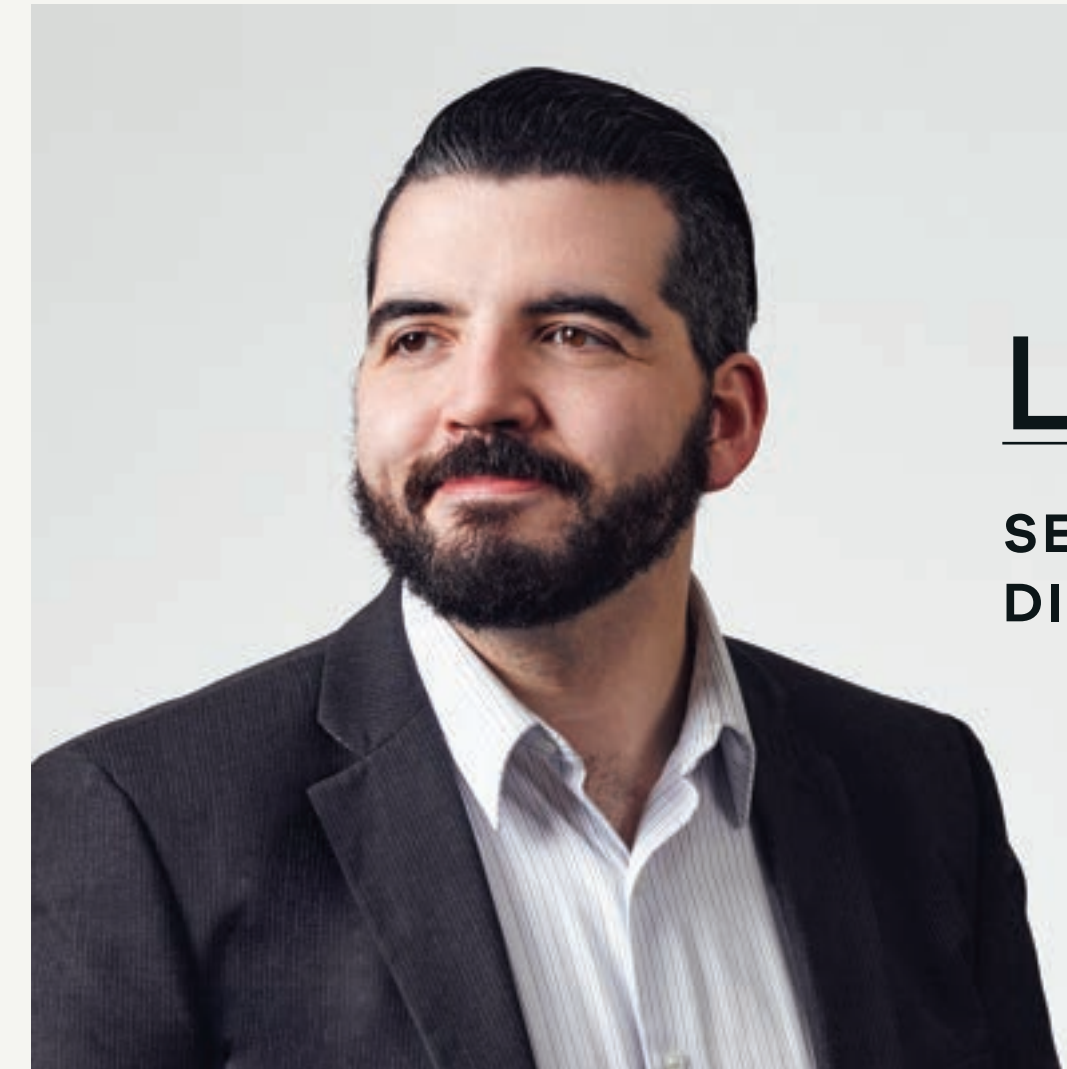




Michael Tsanis

SENIOR VICE PRESIDENT
CREATIVE

A dynamic visionary who spearheaded the rebranding of The Martin Group, Michael oversees the conceptual and visual output of our art directors, designers, writers, and creative supervisors. His creative passion and insightful leadership bring brands to life with distinguished style and distinctive results, whether they are for local concerns or international industries. Brands the ADDY award-winning Michael has designed and/or directed for almost two decades include ASICS, the Ralph C. Wilson, Jr. Foundation, New Era Cap, Under Armour, Kaleida Health, BlueCross BlueShield of Western New York, Fisher-Price, Ford Dealers of WNY, General Electric, KeyBank, Hodgson Russ LLP, Lipsitz Green Scime Cambria LLP, and National Fuel.



Levi Neuland

SENIOR VICE PRESIDENT
DIGITAL MARKETING

With 15 years in the industry, Levi leads our team of digital developers to deliver progressive projects that reach and exceed clients' business goals. In previous positions, Levi worked with companies like Delaware North, the Buffalo Sabres, the Buffalo Bills, and Fisher-Price. Today, he collaborates with our internal teams to create best-of-class interactive experiences for clients, such as New Era Cap, the Ralph C. Wilson, Jr. Foundation, Lippes Mathias LLP, Lipsitz Green Scime Cambria LLP, and Excelsior College. An easygoing, enthusiastic team leader, Levi taps into his wide range of digital marketing experience to deliver projects that produce results.



Jim Lynch

VICE PRESIDENT
MEDIA

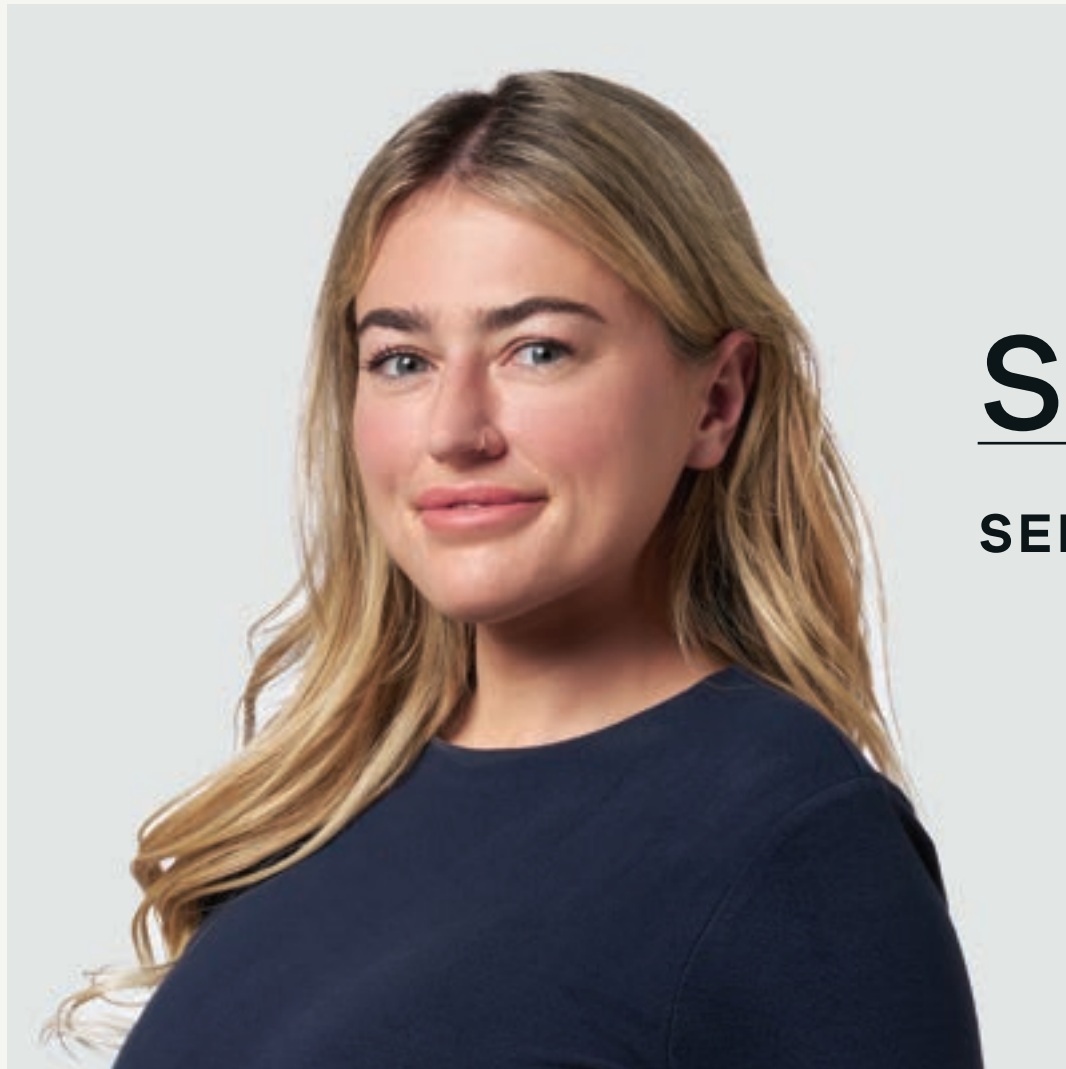
Jim's 30+ years of experience in media, media research, planning, and buying allow him to provide clients (including Lippes Mathias LLP) with educated, strategic media solutions that consistently deliver results. An energetic, enthusiastic operator known for his steadfast dedication to clients, he takes every assignment head-on with a positive attitude. For Jim, no task is too large or too small. He thrives in environments where he is creative problem solving to serve our client's media needs. Like when he created and executed the paid media efforts for the Children's Hospital of Buffalo move in 2017 to deliver critical messaging that the hospital was moving.



Kori Walek

SENIOR MEDIA PLANNER

Kori is an experienced media professional who has worked with some of Western New York's most prominent advertising agencies over the course of her career. Her previous client list includes BlueCross BlueShield of WNY, WNY Ford Dealers, Hospice Buffalo, Maid of the Mist, and Daimler Trucks North America. Now she provides media buying services for The Martin Group's valued clientele, including Bolanos Lowe LLP, ECMC, Kaleida Health, Samaritan Medical, Regional Transit Service, Student Transportation of America, among many others.



Shannon Brown

SENIOR SOCIAL MEDIA MANAGER

Energized by the creativity, relationship-building, and teamwork involved in advertising and marketing, Shannon is also inspired by how their ever-changing nature—especially on the social media side—pushes her to be constantly learning, strategizing, and adapting. In her role as Senior Social Media Manager, Shannon handles social media and social media strategy for various accounts, as well as the influencer program for relevant clients. She works hand in hand with the digital marketing team to ensure we are utilizing a cohesive approach in all that we deliver.



Mike Farrell

CONTENT SUPERVISOR

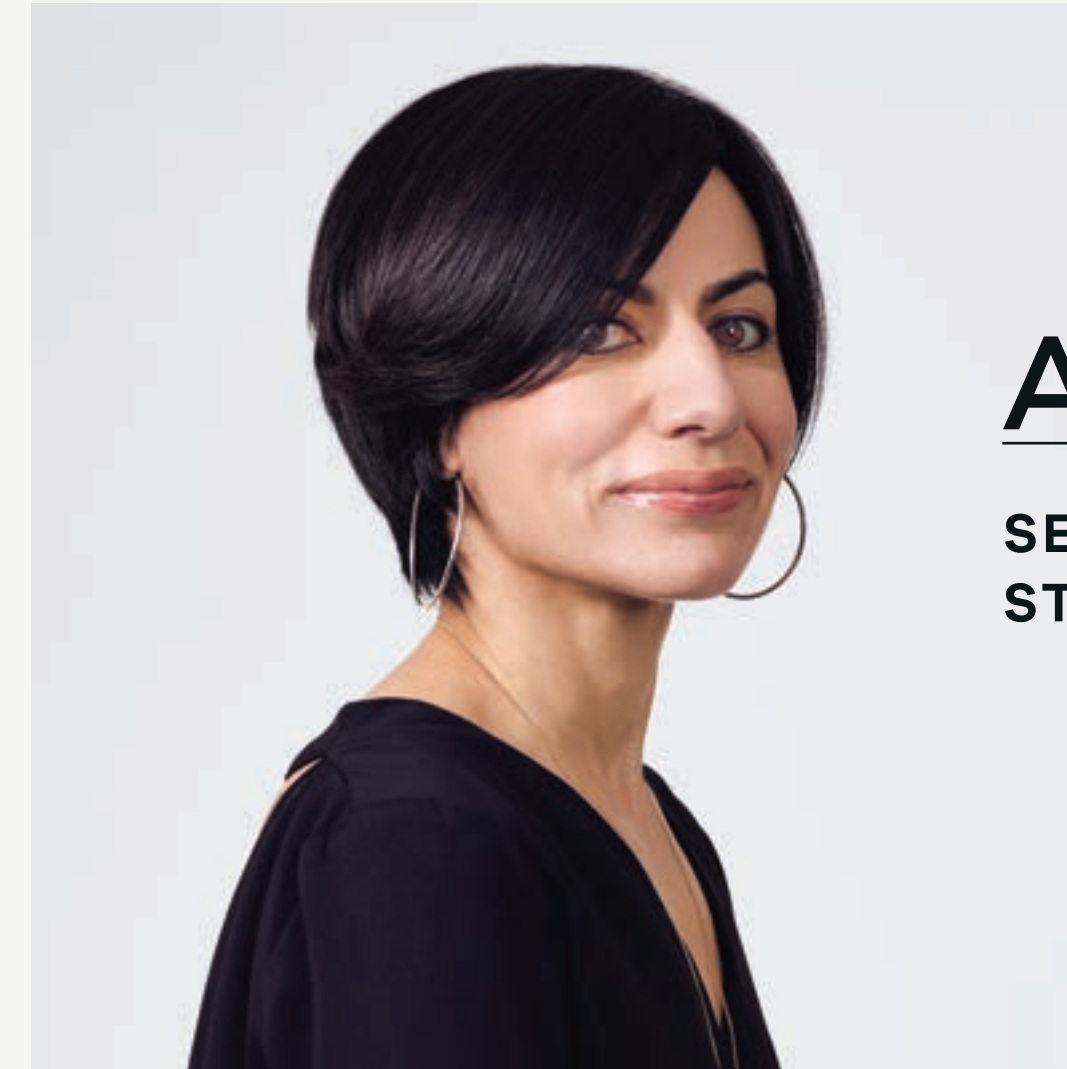
With more than 15 years of writing experience across a kaleidoscopic variety of mediums, Mike's covered a lot of ground. The St. Bonaventure University graduate has reported on sports, music, and nightlife for The Boston Herald and The Buffalo News; managed media relations and communications for SUNY Erie Community College; and with an MFA in Creative Writing, has authored two novels. Now, he manages an evolving number of content needs for The Martin Group, crafting multifaceted copy for names like Galbani, M&T Bank, Wallace Turner Law, Underberg & Kessler, Bolanos Lowe LLP, and the Ralph C. Wilson, Jr. Foundation.



Frank Conjerti

CREATIVE DIRECTOR

Frank offers over a decade's worth of diverse industry experience and creative insight and oversight. With roots in video production and digital design, the University at Buffalo graduate also worked as a video editor and motion graphics artist, and served a short stint as a front-end developer. His previous client list includes Life Storage, the Mentholatum Company, Northwest Bank, and Sahlen's Hot Dogs. For The Martin Group, he serves many clients (including Hodgson Russ LLP and Phillips Lytle LLP) with his singular aesthetic sensibilities and considerable copywriting skills.



Alexa Christopher

SENIOR ADVISOR
STRATEGY

With a well-honed intellect for business strategy and in-depth marketing communications experience, Alexa's industry tenure enables her to consistently deliver astute insights and lead sophisticated strategy initiatives. She joined the firm in 2004 to establish the agency's brand strategy discipline. After spending time raising her family and expanding her professional experience (including time leading marketing for Kenney Shelton Liptak Nowak, LLP), Alexa returned to the firm in 2017, where she serves as senior advisor, strategy, across the agency's client portfolio, providing strategic counsel and direction on high-level, complex client relationships and initiatives. Her experience spans healthcare, finance, food & beverage, professional services, and not-for-profit, and she also leads the agency's education practice. Alexa holds a B.A. in English language and literature from the University of Michigan and an Ed.M. in secondary education for English from the University at Buffalo.



Rachel Surdi

SENIOR DIGITAL MARKETING
MANAGER

Known as the “strategy and digital expert” and a “ray of sunshine” in past roles, Rachel Surdi brings a wealth of experience to her role at The Martin Group. From beginning her career as a graphic designer, to functioning as an account manager, to managing a team of 10 software developers, to aiding with the scaling of a boutique social media agency, Rachel lives for new challenges and new opportunities to grow. As a child, Rachel designed magazines in Microsoft Word, and at the age of 10, taught herself basic HTML, graphic design, and how to create animated GIFs (a dangerous skill in the hands of a ten-year-old).



Shantel Coleman

PUBLIC RELATIONS SPECIALIST

A skilled practitioner with a keen understanding of people, Shantel Coleman’s distinctive expertise and outgoing personality made her a natural choice for our PR team. After earning her Master’s Degree in Public Relations from SUNY Buffalo State College, Shantel went on to excel in her PR roles at several reputable firms. In her previous position, she facilitated client engagements with NBA and NFL athletes and served as an experience teammate for multiple NFL Drafts and Super Bowls. At The Martin Group, Shantel supports a range of clients, including Phillips Lytle LLP, M&T Bank, and PaintCare, providing earned media storytelling, pitching, writing, and consultation.



Lisa Aiello

ASSOCIATE MEDIA DIRECTOR

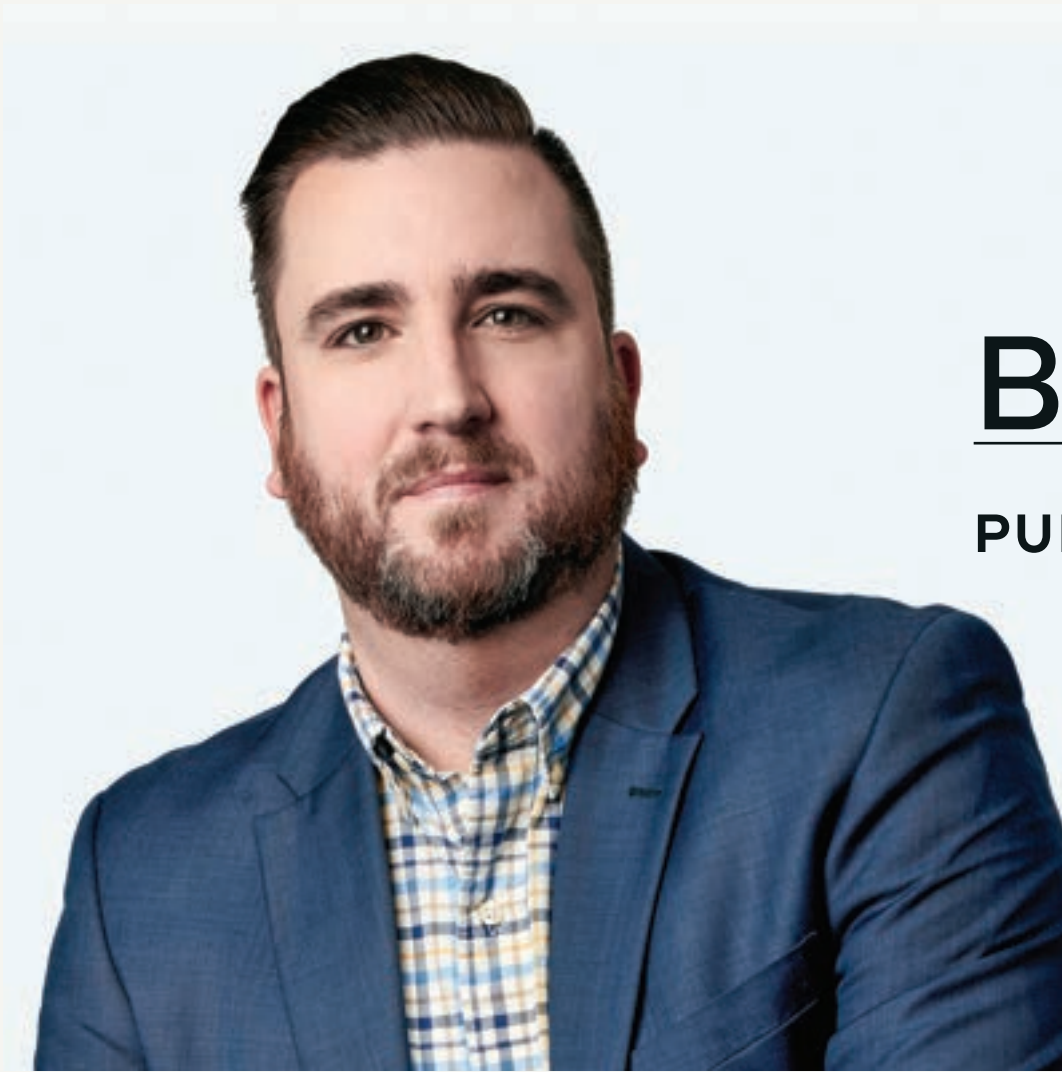
A leader on our media team, Lisa helps to create winning digital marketing campaigns for clients such as Rich Products, Niagara University, Adnet, and Grow-NY. She's an expert in full-funnel strategies, paid digital, and analytics; however, it was a love of art and design that gave Lisa her start in the industry. After earning her BFA from Pratt Institute, she held creative roles at several agencies in NYC, including Vox Advertising & Design, which she co-founded. She then transitioned into digital marketing, co-founding digital media company Clickit Digital. Her experience spans healthcare, higher education, entertainment, destination marketing, and other verticals.



Marley Gleason

DIGITAL MARKETING MANAGER

With veteran journalists and writing pros as parents, Marley was naturally set on the PR path. She received a B.A. magna cum laude in Public Relations & Advertising from University of Tampa while working for a bridal boutique where she learned the power of sales and social media. After interning at The Martin Group, Marley refined her skills as a social media intern for a Washington, D.C. nonprofit and worked in marketing for a Buffalo construction firm. As our Digital Marketing Manager, Marley provides strategic support to the digital team for clients such as ECMC and TechnoServe on websites and social media platforms.



Brendan Kennedy

PUBLIC RELATIONS MANAGER

Born and raised in Monroe, NY, in the Hudson Valley, Brendan Kennedy joins The Martin Group as an experienced Public Relations Manager. After graduating from the University of Tampa with a BA in Communications and a minor in writing, Brendan worked two years at ESPN in their Stats & Information Department. From there, Brendan accepted the position of Associate Director of Public Relations for the College of Mount Saint Vincent in the Bronx. Just prior to joining The Martin Group, Brendan was a content and communications specialist at the New York State Bar Association.



Andrew Mangini

VICE PRESIDENT
PUBLIC AFFAIRS

Andrew brings a dynamic mix of experience and insight to leading The Martin Group's public affairs efforts. In the political world, he served as a communications director in the NYS Senate and Assembly, where he provided counsel to political candidates on communications planning, debate preparation, coalition building, and constituent outreach. In the private sector, he has assisted clients and multinational corporations in energy, financial services, transportation, defense, economic development, health care, and education. An expert at dealing with high-stakes, complex, and confidential issues, the Capital Region native has successfully executed various comprehensive, statewide issue advocacy campaigns for clients including the New York State Restaurant Association, Couch White LLP, and the United New York Ambulance Network.



John Jiloty

SENIOR VICE PRESIDENT
GROWTH CHANNELS & CONTENT

An award-winning content creator and strategist across a wide variety of platforms and industries, John consistently drives results for top national and international companies, as well as a host of small businesses and young startups. With a background in publishing, this Syracuse University S.I. Newhouse School of Public Communications graduate also uses his deep connections to spearhead the agency's growth efforts by helping the leaders of our focus verticals and driving our overall outbound marketing. John has worked with Phillips Lytle LLP, Wallace Turner Law, Nike, Under Armour, and Rich Products.



Andi Ridge

ACCOUNT DIRECTOR

Growing up around her family's garage door business, Andi knew she wanted to work with people to grow businesses and learn new industries. Before joining The Martin Group, Andi was a Lockport agency's director of client services, where she had a hand in nearly every account and became known as someone who can be counted on to deliver for clients and coworkers. As our Account Director for Rich Products, Andi utilizes her deep expertise and experience to manage client projects and relationships—from developing integrated marketing strategies to communicating with her team to ensure time and budget are spent efficiently.

Thank



You