

Professional, rural-aware communications & marketing services for agriculture

Need reliable, thoughtful advice and sound judgment to improve and elevate your communications and reach your target audience more effectively?

WorkCabin Communications is an ag-aware consulting service that builds exceptional strategies and guides rural agricultural organizations and agri-businesses to success in the digital age.

Services include:

- **Writing** (media releases, reports, copywriting, internal & external newsletters, blog writing, content for brochures and marketing materials, ad campaigns, slogan development, writing for the web, + more)
- **Copy Analysis and Review Service** (expert analysis and editing of existing content, annual reports, etc., for style and effectiveness)
- **Communications planning** (creation and delivery of customized media and marketing plans to target specific audiences and achieve goals)
- **Social media training** (learn how to use social media tools such as Twitter, Facebook, YouTube, etc., to get the word out and audience relationships)
- **Podcasting and video production** (creation of mp3 audio from events, speeches, audio 'news' releases; professional video production for marketing needs, events, advertising)
- **Social media outsourcing** (Interested in social media but don't have the time? We can remotely manage all aspects of your Twitter or Facebook account on a daily, weekly, monthly or long-term basis based on your needs and aligned with your goals)
- **Website design** (Affordable website design that brings your 'static' site up to 21st century standards in the new digital age and allows maximum audience interaction and relationship-building)
- **Media coaching and training** (receive expert insider advice on how to be successful and take advantage of media opportunities)
- **Campaign development** (Looking for something that isn't more of the same thing? We are brainstorming and idea specialists that can help you stand out in a field where the same overused messaging is contributing to 'awareness clutter' for consumers)
- **Printed marketing materials** (brochures, flyers, posters, postcards, etc)

About WorkCabin Communications

WCC is led by senior consultant Gregg McLachlan, a 22-year veteran of the media industry and award-winning writer/editor, designer and project manager. He is an author and prolific publisher of over 200 training articles on teaching others how to be better communicators. His resources are used daily by media, communications professors, university students, public relations experts and fellow consultants in Canada, the U.S. and across the globe

A down-to-earth communications service based in Norfolk County, ON