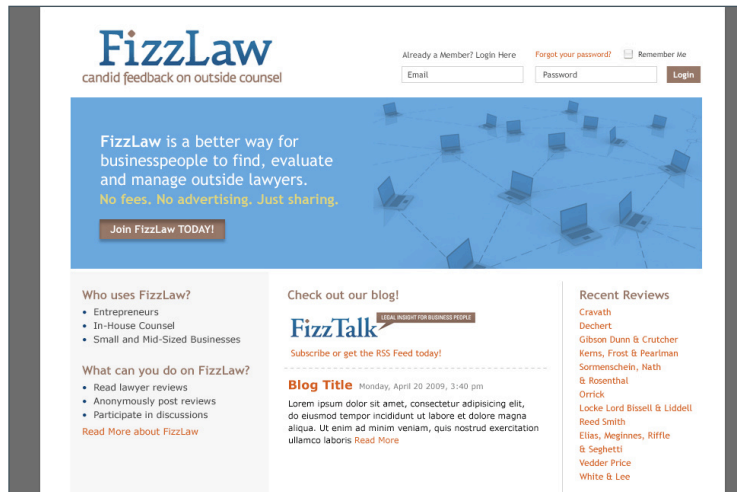


INDUSTRY ONLINE
WORK DONE STRATEGIC PLANNING, COMMUNICATIONS PLANNING

Building the Position of a Gamechanger



FIZZLAW.COM

Fizzlaw is positioned to change the way businesses consume legal services. The lawyer review website is committed to increasing transparency and allowing businesspeople to make the best choices when buying legal services. Fizzlaw hired Blue Daring to develop the company's strategy and marketing plan to ensure that minimal resources provided the best return on investment. Blue Daring provided Fizzlaw with a strategy that revealed actionable tactics to increase site traffic and a communications plan to connect to target audiences through a combination of web, community and media outreach.

*Strategic planning revealed
Fizzlaw's competitive advantage.
What can BD do for you?*

TOOLS

- Competitive Marketscaping
- Market Research
- Online Advertising Planning
- Strategic Planning Sessions

STRATEGY | COMMUNICATIONS

Blue Daring is a services firm specializing in strategy and communications. Through our strategy division we work with executives to launch ideas, plan for the future, capitalize on information and improve workflows. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences through marketing planning, branding, messaging, the web and strategic outreach.
Call us at 312.243.8700 or visit us at bluedaring.com