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newsletter • issue 14

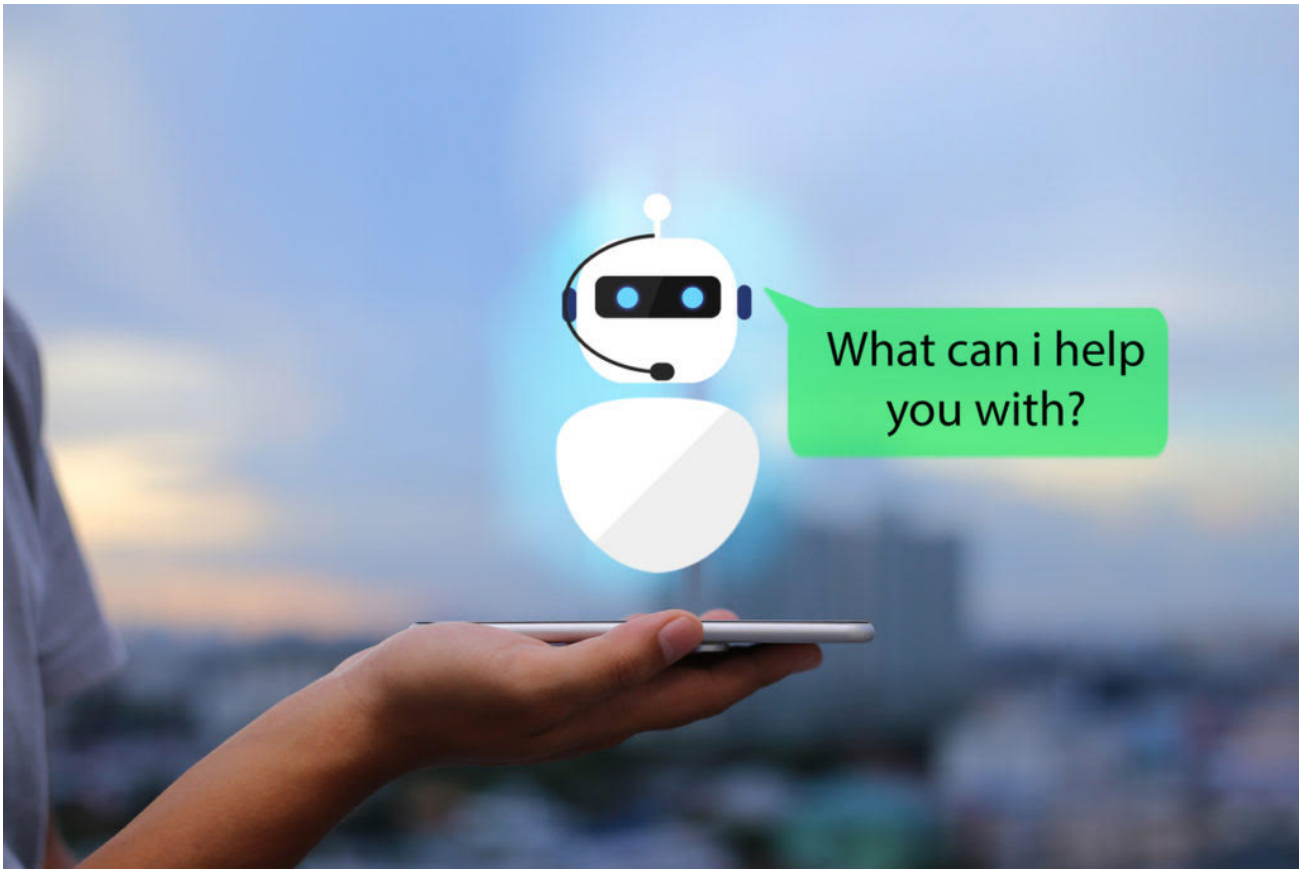
outcomes



What Defines a Brand and Why Does it Matter?

“That’s on-brand.” “It needs stronger branding.” “It’s all about our brand identity.” We reference the concept of a “brand” in everyday conversation, but what does that *really* mean? Your brand is more than just a pretty logo and developing your brand identity is vital to your business’ bottom line. AW chief executive officer Rick Chiorando breaks it down.

take a look [▶](#)



How College Website Chatbots Can Lessen Your Efforts and Strengthen Your ROI

Chatbots have come a long way since their inception and are now primed to deliver unparalleled value to your prospective and current students—and to you. Associate copywriter Stefanie McLeod examines their growing popularity, why they’re the ideal communication delivery solution for Gen Z, and how you can leverage them to cut costs and mine integral data.

[read more](#) 



AW Wins Best of Show and Adds Five Golds and More to the Trophy Case

AW president Eva LaMere is “thrilled” to be recognized for our work for our healthcare clients Stony Brook Advanced Specialty Care, Stony Brook Cancer Center, pCare, and the Gurwin Family of Healthcare Services at the 36th Annual Healthcare Advertising Awards. The agency competed with over 4,000 other entries, making this year’s contest one of the awards’ largest yet and among the top 10 of all advertising awards!

[read more](#) 



Know What's Hot in Digital Marketing—and How to Use It

Digital marketing in financial services is changing by the minute. The key is understanding how you can leverage today's trends to attract new accounts and deepen existing relationships. Senior digital strategist Aaron Grant shares the top five most effective strategies he presented at the 2019 Conference of the Marketing Association of Credit Unions (MAC).

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