

# What's Your Story?

# YourCompanyStory

## FAQs

### **Who are you?**

YourCompanyStory is an offshoot of Nextsummit Marketing, which will soon be observing 30 years of doing business in western Michigan. We create custom marketing products and programs that commemorate corporate milestones. We help you share your history to communicate your values and ambitions for the future to employees, shareholders, and the community.

### **What do you do?**

We research and produce custom corporate history packages, including digital books, social media features, logos, lobby displays, and promotional products, to commemorate your company's big milestones.

### **How do you do it?**

We combine resources of interviewing, writing, photography/videography, and graphic design to develop high-value, short-term projects producing multi-media products for multiple communication channels.

### **Why should we commemorate our company's history?**

Your corporate history is a unique, and probably untapped asset which has been paid for in full. Your company's dreams, struggles, and successes are important. When you celebrate your history at various inflection points such as notable anniversaries, your history becomes newsworthy to key stakeholders who want to share in your success.

We at YourCompanyStory tailor programs to address a variety of audiences and formats to build credibility and trust with employees, customers, potential investors and other stakeholders.

### **What does a typical history program look like?**

- The centerpiece of the corporate history program is a digital magazine-style publication. This is where all the interviews with key people, new and historical photos, and stories are featured in an attractive, professionally produced product. You can share it on social media, email it to stakeholders, or we can print it in small or large quantities for distribution.

- This publication can be broken down into digital features for use on social media. We can create a "vault" of material you can use throughout the year.

- Many clients choose to have a temporary logo designed for use during the promotion period. This can be imprinted on letterhead, envelopes, checks and invoices; incorporated into websites and social media and used for posters and promotional items. (We can do those, too!)

- Some clients add a lobby display, which is an effective tool to communicate with your customers and others who visit your facilities in person.

- We're experienced in just about every aspect of marketing and communications. If you have an idea you'd like to explore, we can probably produce it for you!

### **When should I start a company history program?**

A full year in advance of your anniversary year is a good time to start. Of course, effective programs can be developed in less time, but to make sure all the pieces are in place and that you have a good long-term plan, a 12-month period of time is a good rule of thumb.

### **How much does it cost?**

Packages start at \$2,500 to have a positive impact. You can have an amazing, long-term program for under \$10,000.

### **What are the steps to get started?**

The first step is to contact us! If what we offer sounds interesting, we'll meet with you either virtually or in-person and explain our programs more. For more details on how we work, [click here](#).

Thanks!

John Bosserman & Scott Scheerhorn