

HELEN NEWLING LAWSON



Looking for just the right words to help customers understand what you do and how you can help them?

That's where content marketing comes in. Worthwhile, in-depth info that answers your customers' questions and demonstrates your value can help them find their way to you. I pair quality content with integrated marketing campaigns that connect your audience with your information, using search-optimized content, targeted emails, social posts, print assets, and more.

And yes, I write and provide photography for feature articles, too!

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SPOT ON COMMUNICATIONS

CONTENT MARKETING

MARKETING SUPPORT FOR THE GREEN INDUSTRY

PRINT AND WEB CONTENT

EMAIL AND SOCIAL MEDIA STRATEGY

FREELANCE WRITING

GARDEN, LIFESTYLE, TRAVEL, AND PARENTING TOPICS

CLIPS AVAILABLE ON WEB OR BY REQUEST

GARDEN SCOUTING

PHOTOGRAPHY

STOCK CATALOG: HELENLAWSON.PHOTOSHELTER.COM

INSTAGRAM: [@SPOTON_GARDENS](https://www.instagram.com/SPOTON_GARDENS)

SKILLS

WRITING
PHOTOGRAPHY
INDESIGN
LIGHTROOM
HTML

SERVICES

CONTENT MARKETING
COPYWRITING
SOCIAL MEDIA
EMAIL CAMPAIGNS
FREELANCE WRITING

AFFILIATIONS

GARDENCOMM
NICH
GGIA
DGA
GMGA