



GO GREEN MESSAGING MEDIA KIT

The **Go Green Messaging Media Kit** provides an overview of **Go Green Messaging** and its parent corporation, **JCJ Communications, Inc.** Unless noted otherwise, this information is accurate as of April 18, 2008.

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GO GREEN MESSAGING: Profile

Go Green Messaging, a division of **JCJ Communications, Inc.**, headquartered in Stafford, VA is a green message marketing company that prides itself on showing small businesses ways they can “green up” their company, beginning with their marketing strategies. Couched in terms that can be understood, **Go Green Messaging** consults with local businesses in the Washington, D.C./Fredericksburg/Richmond metro areas in understanding the ecological impact their company has to the local environment and developing opportunities to promote environmentalism in the workplace.

The **Go Green Messaging** strategy distinguishes itself from other marketing companies. By utilizing, for the majority part, paper-free message marketing, it separates itself from the long held notion by marketers that bulk mail and print advertising is the most effective means to reach a wide audience to market their service or product. With a preponderance of consumers opting to use the internet for shopping or searching for businesses for a particular purpose in their area, having a web presence and an e-marketing strategy in place is beneficial to the majority of businesses. Concerns for the environment are overwhelmingly consistent as more and more businesses become eco-conscious and want to find ways to take action.



Go Green Messaging: Our Mission

To help business reduce their impact on the environment by:

- ❖ **Assisting our clients understand the role they can play to help reduce their ecological impact**
- ❖ **Advising the best green marketing strategies for our clients' message to reach their intended audience**
- ❖ **Consulting on ways to improve energy efficiency and increase recycling in the workplace**
- ❖ **Providing honest and professional customer service**
- ❖ **Making the communities we work and live in a better place**



Go Green Messaging: A Hope for the Future

Our History

Founded in 2001 by Curtis Johnson, JCJ Communications, Inc. was a cutting edge business in email and broadcast fax marketing at a time when the use of email and fax was not very widespread as a B2B marketing tool. Their services also included print marketing. Johnson started working with various associations, conference/seminar event organizers and small businesses to improve their ROI (Return on Investment) and increase visibility in a timely and efficient manner. Johnson was highly successful in this endeavor and in May 2003, he was joined by his wife, Julie Johnson.

In 2008, a growing concern for climate change and the impact which companies' practices play on a day-to-day basis on the local environment, they developed **Go Green Messaging** with a focus on paper-free message marketing by using email, voice marketing and fax-to-email services. **Consulting** is a by-product of that undertaking to further educate companies on ways to reduce waste, increase energy efficiency, increase the use of mass transportation by their employees and to reduce their overall "carbon footprint" at a local level.

Curtis Johnson is an executive-level manager with more than 15 years experience designing and implementing channel sales, marketing strategies and SaaS for national communication companies and associations. With in-depth industry knowledge at creating and launching new product initiatives designed to generate new sales growth and expand existing clientele he serves as the launch pad for **Go Green Messaging**.

Julie Johnson's background was as a senior paralegal in the corporate and business, will and estate planning areas of law for over 12 years before she joined **JCJ Communications** five years ago. Her knowledge in managing law offices and over 20 years of business organization and administration will benefit the consulting and marketing aspects of **Go Green Messaging**. Her intimate knowledge of the administrative workings of an office enables her to pinpoint areas where companies can take big steps into their green practices.

It is with a hope for the future that companies will begin to take action now and do their part to save our planet.



Business Services

Voice Marketing - provides the latest in high-volume web voice messaging with ultimate control and convenience 24-7. Easily administer voice campaigns and surveys from concept to delivery from our website or your desktop with just a few simple steps. Customer or member responses are provided within hours in a report that can be integrated into your CRM database. Live customer support is available to guide you step by step.

Broadcast Email - works with you to market your company, event or professional field news. By sending information via e-mail, the recipient has the time to read the document at his or her leisure and make an informed decision to attend your seminar or event; keep apprised of research breakthroughs; or just read up on the latest company news.

Fax-to-Email - Converting your incoming faxes to email is a very simple way to save paper. Did you know that paper accounts for more than half of all municipal solid waste – trash? No need to print unwanted or unneeded faxes. You can store the PDF images to your computer for future reference or just as needed.

Business Consulting - **Go Green Messaging** will consult with your company to develop a strategy to integrate your marketing through environmentally friendly means through the use of voice and text messaging and email. Combined with fax-to-email services, your office can reduce the amount spent on paper, ink cartridges, fax maintenance and print and mail costs. Companies can take other steps to increase energy efficiency and recycling in the workplace – and **Go Green Messaging** will show you how.



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