

PRESS RELEASE

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The Write Plan, LLC launches a new Digital PR and Marketing Department.

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The Write Plan, LLC, a technical writing solutions provider firm, announced today the launch of its new Digital PR and Marketing Department, which will expand its current services for the small to mid-size companies.

This expansion of services has been made to meet the needs of The Write Plan, LLC's current clients who are looking to develop their digital presence. The services offered will be delivered in partnership with Cold Open Media, a Pittsburgh, Pennsylvania firm. The new services offered by The Write Plan, LLC will maximize client's online presence by driving traffic to their website, optimizing online advertising and PR opportunities.

Chad Zwigart, owner of The Write Plan, LLC says "The understanding The Write Plan, LLC has in regards to the communication needs of small to mid-size companies makes this the perfect fit for us and the proven methodology offered by Cold Open Media, LLC to produce results-driven marketing opportunities ensuring that the right strategy is developed to reach the specific needs of each client."

Brandon Synder, Partner of Cold Open Media, said: "Through our initial work with The Write Plan, LLC we have found a phenomenal synergy."

Cold Open Media specializes in producing content rich, commercially viable video solutions for companies looking to make meaningful connections with a world that lives online.