

Contact:

Tarah Beaven, LCI
tarah@landispr.com
415.561.0888

Nicole Solera, The Castle Group
nsolera@thecastlegrp.com
617.337.9501



Boston and San Francisco PR Agencies Team Up to Launch Giant Step Digital

*National digital and social practice is a partnership between
The Castle Group (Boston) and LCI (San Francisco)*

(SAN FRANCISCO, CA and BOSTON, MA, November 13, 2013) -- [The Castle Group \(TCG\), Boston](#) and [Landis Communications Inc. \(LCI\), San Francisco](#) have launched [Giant Step Digital](#), a national digital and social media initiative offering services from coast to coast.

“As the communications landscape has changed, so has the scope of services we’ve been providing to our clients,” said The Castle Group’s Sandy Lish. “Clients need help with all aspects of communications strategy and especially with how the pieces of that puzzle fit together and influence one another. **Giant Step Digital** supports companies by taking a giant step toward leveraging all communications channels effectively to tell stories and enhance brands.”

“Social and digital media, paid and earned media, content—we see time and again that communications tools work best when a strategic, experienced team aligns business goals, messages and audiences,” commented LCI’s David Landis. “This is at the heart of public relations and this is why our public relations expertise provides an obvious avenue into the extension of PR that is digital and social media.”

GSD is a natural evolution of the relationship between TCG and LCI. With a common strategic mindset, both firms already regularly collaborate via blended teams and an integrated client service approach and have shared business as members of the **Public Relations Global Network (PRGN)**.

Building upon the foundations both firms have created in social and digital media, **GSD** will provide dedicated professionals with comprehensive and focused online marketing and communications experience. Both firms have long implemented social, blogger and content campaigns for clients and **GSD** will augment and amplify that expertise through the expansion into additional capabilities with specialized, expert talent.

Giant Step Digital will help businesses navigate the new communications environment by offering a full-range of digital services, including:

- Brand, positioning, messaging and content development
- Social engagement
- Audience definition
- Competitive and digital analysis
- Content creation and marketing
- E-messaging, email, e-newsletter programs
- Video
- Social monitoring and management
- Website design
- Mobile applications
- Infographics
- Online crisis management

GSD's collective teams will harness the perfect blend of on-site management, quality control, consistency and top-notch talent that transcends state lines and offer clients 24/7 responsiveness. Heading the East Coast team will be Hilary Allard, an eight-year Castle veteran who has created and implemented integrated social and blogger campaigns for national and regional clients. On the West Coast, Sean Dowdall, a 30-year veteran of digital, marketing and content services, heads up a team that also includes Video/Digital strategists Jessica Teas, Eric Steckel and Nancy Saslow.

“Our clients range from venture-backed start-ups to Fortune 500 companies that seek a practiced approach to content and message management through a storytelling lens,” said Lish. Adds Landis, “**Giant Step Digital's** approach to integrating multi-disciplined PR and marketing strategies ensures that we are not simply selling clients what we can do: rather, we're looking at all available avenues to recommend and implement the most sound strategies that drive business results.”

About Giant Step Digital

Giant Step Digital is a new national digital agency with offices from coast to coast that offers content marketing, website and mobile app production, social media, e-messaging and e-newsletters, video production, infographics and more. For further information, visit **GSD** online at: www.giantstepdigital.com.

About The Castle Group and Landis Communications

TCG and LCI are both consistently named top PR firms in their respective markets of Boston and San Francisco. Both independently owned and operated, TCG and LCI have decades of experience working with discriminating local and national clients across a range of sectors. Senior team members rooted in PR, social and digital, and events management work hand in hand with private and public companies to deliver customized marketing programs that achieve business results. The firms' hallmark is their focus on clients' business goals and a track record of success launching brands, securing market share, devising M&A communications platforms, managing crises, and realizing the true potential of message delivery online and offline. Building upon shared values, ethics, experience and vision, the firms launched Giant Step Digital in 2014 to capitalize on their individual expertise and broaden their service offering with a true bicoastal, independent flair. Castle, a certified women-owned business, and Landis, named the 3rd best social media agency by TopPRAgencies.com, are members of the exclusive Public Relations Global Network (PRGN) (www.prgn.com), with nearly 50 affiliate agency offices worldwide. David Landis currently serves as President of PRGN. Visit www.thecastlegrp.com and www.landispr.com for more information on the firms' specific capabilities.

#####