



New Leaf **Marketing Strategies**



*A*NDREA HALL KNOWS HOW

to advertise effectively for your company. Drawing on over two decades of experience and connections in the radio and music industries, Andrea's company, New Leaf Marketing Strategies, has offered media planning and consultation, special events planning and public relations services for seven years.

A Brookline native and Boston University graduate, Andrea knows the ins and outs of the Greater Boston market. Currently she is putting that knowledge to work for half a dozen retail clients, along with a few more in the music industry and even one well-known local radio personality. Andrea has coordinated and been the "maestro" for successful campaigns for many clients in the Greater Boston and North Shore areas. She even places the television campaign for a well-known children's footwear company in both the Boston and New York markets.

Though Andrea has worked in the big leagues throughout her career, she specializes in understanding the logistics of marketing the small business. She takes the time with each client to determine what their business needs are and how to best reach their target customer, whether it be through television, magazines, billboards, radio, internet or other new media.

But her "co-pilot" is always her 8 year old son Ty, and her motivation to become self-employed and start her business was because she wanted to include motherhood in her list of accomplishments. Her roster of clients are also very family-oriented, and they have been gracious about allowing her the balance that she needs, though she claims that she still works about 60-80 hours a week during the height of advertising campaigns.

"I am online and leaving voicemails sometimes as late as 2am", she says. "I get paperwork done at midnight on many evenings with the dog by my side. Actually, I get a lot accomplished in those wee hours!" ■

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