

# Business &



PENNY WILLIAMS/Staff photo

Renee Fellows, owner of ClearPoint Marketing Communications, takes a different approach to the business of communication by offering clients the advantages of a virtual environment that allows reduced costs.

## An office without walls

### Local marketing firm takes a different approach to doing business

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ClearPoint Marketing Communications is taking a different approach to building a brand.

Renee Fellows of Derry, ClearPoint's owner, decided to forgo bricks and mortar and use the savings to reduce the cost of her services. What she has created is a virtual environment that can be more affordable and more accessible than many larger agencies.

ClearPoint partners with other independent contractors in a collaborative arrangement.

"I believe the virtual business model was our saving grace," Fel-

lows said. "While other agencies were laying off staff and downsizing their physical plant, we were able to bring on new clients and utilize the talents of many freelance graphic designers, Web programmers and audio recording studios."

ClearPoint's focus is on the mid-size organization that has "a limited staff wearing too many different hats," she said.

"ClearPoint is the perfect solution for companies whose marketing director is also the human resource manager and receptionist in a growing firm," she said. "We can partner with a company, develop a new plan and implement the cam-

paign so the marketing director can continue to handle day-to-day operations at the organization."

She added, "For new businesses, the real brand building starts from day one," said Fellows. "The best way to launch a business is with a solid marketing communications plan, engaging graphics and brand consistency."

In addition to brand development, ClearPoint offers logo design, graphic design, marketing, public and community relations, special-event planning, advertising, media buying and placement, direct mail, and Web content and development. For more information, call 434-9433.