



## NEW MEDIA

### Videos, websites, e-books, and custom digital solutions: yes, we do it all. Why?

Because “show, don’t tell” is the oldest advice there is when it comes to telling a story. And today that advice is more relevant than ever, because nearly any kind of marketing communication is expected to include a digital component.

Increasingly, the easiest way to show your story, how it connects to your current goals and where the future will take you, is through new media. New technology can be efficiently developed, deployed, tailored and updated to connect with an array of audiences over time.

As the pioneers of heritage management, we guide our clients to think about appropriate and innovative ways to tell their story to their intended audiences. We are steadfastly committed to delivering solutions through new and emerging media.

To find out how we can use new media to tell your organization’s story in a compelling and relevant way, contact us at [newbusiness@historyfactory.com](mailto:newbusiness@historyfactory.com) or 703.631.0500.

AS THE PIONEERS OF HERITAGE MANAGEMENT, WE GUIDE OUR CLIENTS TO THINK ABOUT APPROPRIATE AND INNOVATIVE WAYS TO TELL THEIR STORY.