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## CK Communications in Melbourne adds NetLander to its growing base of clients

CK Communications Inc., a full-service marketing agency in Melbourne, has announced the signing of its newest client, NetLander Inc., an international information-technology project-management contractor based in Titusville.

NetLander will retain CKC's services to redefine the company's target audiences and polish company messaging. In addition, CKC will redesign and work to increase traffic on the NetLander website, provide advertising and public-relations services and manage social media.

"We chose CKC because of their proven ability to help their clients reach their target audience using fresh, creative ideas," said NetLander President Thomas Beever. "After year-over-year growth of 165 percent in 2010-2011, CKC's strategies will give NetLander visibility as we expand to serve commercial clients both foreign and domestic."

Primarily, CKC will be assisting NetLander to boost awareness of its flagship project-management service within the health-care, defense, IT and security industries.

Through a new web design, refined corporate messaging and "captivating" advertising, NetLander plans to advance itself as a project-management company providing "big results" with small-business attention to detail, with project success being the sole objective.

"CKC is excited to begin our partnership with NetLander," said Caroline Kempf, president and co-founder of CK Communications.

"NetLander is a unique company that provides clear advantages over many prime contractors. We're looking forward to applying our proven methods to help them cultivate those benefits and expand their client base within their areas of expertise. This collaboration is also a great opportunity for CKC to meet new challenges and grow professionally."