



Common Sense Media Strategies

Maximize the impact of your business messages.

Lytra Inc. — Your Gateway to Business Media

Providing premium quality media services to industrial, technical and professional organizations. Lytra Inc. helps you to attract and retain customers through the effective use of media. This enables you to have a sustainable and profitable business.

SKILL BUILDING

Numerous topics in the following categories.

- **Media for Business**
— to put in place the basic elements.
- **Media Management**
— to ensure the best possible presentations.
- **Media Projects**
— to create successful promotional campaigns.
- **Media Production**
— to generate high quality media materials.

SERVICES

Stay in command of your content, promotion and media materials with the following capabilities.

- **Learn** basic media skills suited to your company.
- **Control** media projects with action plans, specs.
- **Appeal** to customers with compelling messages.
- **Manage** effectively, media assets and vendors.

Gradual and Affordable

We work with you in a logical and systematic way to...

- Enable you to **do-it-yourself...** and thereafter,
- Help you engage the best resources to **do-it-for-you.**

Work incrementally to improve your media materials.

Do as much or as little as you wish to match your budget and timeframe.

Get started today. Call **703.538.0980** or email Info@LytraInc.com

