

The Yaffe Group Profile

The Yaffe Group is a professional services firm with over 50+ years of experience improving performance for organizations, their leaders and individuals in the areas of marketing and communications. We believe in a fully integrated approach to organizational alignment and stakeholder engagement across all touch points.

It is our mission to find solutions for businesses that give them a distinct advantage, using high-performance tools and strategies to help businesses stand out.

We are an integrated team of business consultants, marketing professionals, social scientists, crisis management experts and creative practitioners. Our breadth of experience and expertise encompasses all major sectors including: Retail, Education, Healthcare, Energy, Government and NGO's. The Yaffe Group has been behind some of the most recognizable branding including Little Caesar's "Pizza, Pizza" tagline and was instrumental in Art Van's launch of the Clearance Centers.

Services and Areas of Expertise

Communication

We help organizations create strong relationships with their consumers, stakeholders and external partners/influencers through an holistic approach to communication. Once we help you choose the right message, we'll connect it with your target audience through proper channels, using both traditional and digital methodologies. Most of our communication services fall into one of these categories:

- Organizational Communications
- Marketing/Advertising
- Media – planning & placement
- Creative Services
- Search – paid & earned
- Public Relations
- CRM
- Direct Response
- Social Media
- Content Creation & Curation

Data/Analytics

Knowing how to collect and leverage the right data to make key strategic decisions will give your organization an advantage over your competition. We pull data from a wide variety of sources, including client transactional data, social media data, direct response data, behavior tracking and more. Most of our data and analytics services fall into one of these categories:

- Predictive Modeling
- Customer Segmentation

- Online Data Scraping
- Social Media Monitoring
- Multi-Source Aggregation
- Behavior & Contextual Targeting
- Database Management
- Google Analytics

Consulting

We are committed to helping our clients improve performance by defining the organization's culture, aligning the organization's business priorities and connecting the organization to its most important internal and external constituents. Most of our consulting services fall into these categories:

- Visioning
- Cultural Transformation
- Performance Management
- Organizational Learning
- Leadership Development
- Process Improvement
- Internal Engagement
- Issues Management & Engagement
- Community Engagement
- Reputation Management
- Brand Consulting