

Sandbox Communications

Fractional Communications Executive

Your partner in communications with a mission to empower businesses, nonprofits and associations to achieve their vision - while staying within budget.



Strategic Planning

Small businesses often have to be more strategic with their resources, but in that lies an opportunity to be creative. We tailor programs to reach your audience and build your success.



SEO | Content Development

Search engine optimization coupled with content development is the perfect pairing to help drive traffic to your site, build your email lists and build awareness of your organization.



Email Marketing

Email isn't dead. Instead, we help you tap into its strength with subscriber segmentation, message personalization and automation to drive sales and connection.



Social Media

Social media is social. That's often forgotten. We help you design a plan to connect with your audience through compelling graphics, strategic placement and targeted language.



Public Relations | Media Training

Press releases and working with local media augment a small business's outreach. It's a way to tell your story and we can help you shape and distribute that story then prepare for interviews.

For more than 30 years, Heather McElrath has developed creative and innovative communications tactics to drive measurable results. She taps into that experience to help businesses, nonprofits, and associations with approximately 100 employees compete in a crowded world.