

Capability Statement

Supply Chain Industry/Social Media

ZEBRA
Ready to Make Robots Work for YOU in 2023?
Partner with Barcodes for a Smoother Deployment and 24/7 Support!



Market Research

**HARTFORD OPEN CHOICE PROGRAM
GEO-DEMO MARKET INTELLIGENCE**



Economic Development

Invest Aurora
Strategic & Financial Support for our Local Business Community



Manufacturing Projects

Explore an Apprenticeship Program Today!

- ✓ Build a Skilled Workforce
- ✓ Reduce Turnover
- ✓ Improve Productivity
- ✓ Reduce Recruitment Costs

Apprenticeship ILLINOIS
Illinois Manufacturers



Websites

Ready to Pursue Your Career in the Gluten-Free Industry?
info@thefculinaryschool.com

The Gluten Free Culinary School



Government Projects

WorkShare IL

- Reduce Costs
- Retain Valuable Medical Staff
- Protect Your Facility's Brand

IL Hospitals Considering a Workforce Reduction Must Explore the WorkShare IL Program



Video

Over \$10 Million in School Construction
Your Future Begins at
WIU!
Complete Your Acceptance Now!

Education Projects/Social Media



Company Overview

NAME: Strategic & Creative Marketing Inc.
 UEI: MZHKYNEJKAJ4
 CAGE Code: 65J75
 EST.: 2001
 ADDRESS: 308 S. Jefferson St # 133, Chicago, IL 60661
 WEBSITE: WWW.SCMARKETINGINC.COM
 PHONE NUMBER: 630-456-0827
 EMAIL: INFO@SCMARKETINGINC.COM

Core Competencies



Clients



Capabilities

- 541613 - Marketing Managing Consulting Services
- 512110 - MOTION PICTURE AND VIDEO PRODUCTION
- 519130 - INTERNET PUBLISHING & WEB SEARCH
- 541430 - GRAPHIC DESIGN SERVICES
- 541810 - ADVERTISING AGENCIES
- 541830 - MEDIA BUYING
- 541520 - PUBLIC RELATIONS
- 541850 - DISPLAY ADVERTISING
- 541860 - DIRECT MAIL ADVERTISING
- 541870 - ADVERTISING MATERIAL DISTRIBUTION SERVICES
- 541890 - OTHER SERVICES RELATED TO ADVERTISING
- 541910 - MARKETING RESEARCH & PUBLIC OPINION POLLING
- 711510 - INDEPENDENT ARTISTS, WRITERS, & PERFORMERS
- 541990 - ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
- 512110 - MOTION PICTURE AND VIDEO PRODUCTION
- 541430 - COMMUNICATION DESIGN SERVICES, VISUAL
- 541490 - OTHER SPECIALIZED DESIGN SERVICES
- 323110 - COMMERCIAL LITHOGRAPHIC PRINTING

Contact Us



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Certification



Capability Statement

Services

- SOCIAL MEDIA ADS/DIGITAL MARKETING
- WEBSITE DESIGN
- CORPORATE BRANDING
- RECRUITMENT MARKETING & EMPLOYMENT BRANDING
- STRATEGIC PARTNERSHIPS & NATIONAL PROMOTIONS
- CORPORATE COMMUNICATIONS
- MARKET RESEARCH, FOCUS GROUPS
- MARKET RESEARCH RESPONDENT RECRUITING
- COMMERCIAL LITHOGRAPHIC PRINTING
- MOTION PICTURE AND VIDEO PRODUCTION
- INTERNET PUBLISHING & WEB SEARCH
- GRAPHIC DESIGN SERVICES
- MARKETING CONSULTING SERVICES
- ADVERTISING AGENCIES
- MEDIA BUYING
- PUBLIC RELATIONS
- DISPLAY ADVERTISING
- DIRECT MAIL ADVERTISING
- ADVERTISING MATERIAL DISTRIBUTION SERVICES
- OTHER SERVICES RELATED TO ADVERTISING
- MARKETING RESEARCH & PUBLIC OPINION POLLING
- INDEPENDENT ARTISTS, WRITERS, & PERFORMERS
- ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
- MARKETING CONSULTING SERVICES
- MARKETING MANAGING CONSULTING SERVICES
- NEW PRODUCT DEVELOPMENT CONSULTING SERVICES
- MOTION PICTURE AND VIDEO PRODUCTION
- GRAPHIC DESIGN SERVICES
- COMMUNICATION DESIGN SERVICES, VISUAL
- ONLINE ADVERTISING AGENCIES
- OTHER SPECIALIZED DESIGN SERVICES

Contracting Options

Simplified Acquisition Threshold: Direct work up to \$250,000. Our team specializes in creating and executing marketing and recruitment campaigns on national, regional, and local levels. We use a variety of tactics such as print and TV, connected TV and radio ads, social media and digital marketing (both paid and organic), trade shows, emails, videos, public relations, and promotions.

SBA ED/WOSB Program: Direct work above \$250,000. Contact SBA at wosb@sba.gov

Past Performance

Apprenticeship Illinois - DCEO AND IDES

- Worked with this government program & ran multi-tactic, multi-year campaigns, including on-site video production, trade show materials, social media ads on Facebook & LinkedIn, brochure design, & more. The social ads' incredibly low cost-per-click of \$8 (avg is \$40) allowed us to maximize their ad budget to get 1,700 ad clicks instead of 340 in first 3 months.

K-12 - RSCO CT DEPT. OF EDUCATION

- Worked with 65+ schools in the Hartford, CT area & ran multi-tactic, multi-year campaigns, including a new website, social media ads, translated flyers, virtual fairs, on-site & b-roll videos, & paid social ads on Facebook, Snapchat, & TikTok targeting parents and teens separately. Social ads resulted in 9.4 million post views in under 2 years, 16,000 applications received (despite the pandemic) and 95,000 clicks on ads.

Higher Ed - SIUE, ISU, WIU

- Worked with multiple major Universities conducting market research, producing videos, crafting blogs, & executing social media ads (Snapchat, TikTok, Facebook). One major Illinois-based University saw a 12% increase in applications to their Economics Program in one year, while another achieved 6 new students enrolled after we targeted 600 that had been accepted but had not yet enrolled.

Econ Dev - INVEST AURORA (ILLINOIS)

- In our work with a major Econ Dev Program, our 3-prong approach targeted new businesses encouraging relocation, targeted current businesses to promote services offered (including grant matching), & highlighted events to increase consumer spending. Our 2-year program, with a small \$6,200 ad spend, produced 1million+ views & 14,000 clicks at an incredibly low 44cent cost-per-click (avg is \$4.50)

Manufacturing / Supply Chain Providers

- Worked with industry-leading companies such as Zebra Technologies, Peak Technologies, Barcodes/Levata, & others. Employed multiple marketing tactics including eye-catching landing page design, lead-producing email funnels, contact-boosting LinkedIn connection software, SEO-formatted blogs, & brand awareness + lead generation social media ads. Results included the sale of 120 Fixed Industrial Scanning systems to a company that was specifically targeted in our campaigns.