



MANAGEMENT

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Women-Owned, WBE and WOSB
Certified, Minority-owned



Make Your Mark Digital 2024 Capabilities Statement

BUSINESS SUMMARY

Make Your Mark Digital is a Woman Owned Marketing Company that has been in business for 8 years. We help our clients gain new customers online by creating, communicating, and shaping digital engagement through strategic planning, implementation, and a results-driven approach to analytics.

UNIQUE VALUE PROPOSITION

The Remarkable Growth Builder™ is our analytical method that integrates strategy, real-time data, creativity, and partnership to drive measurable digital growth. Rooted in innovation, this approach has been a game-changer for our clientele. Uncover how the RGB Method can unlock extraordinary growth and set your business apart.

SERVICES

Digital Strategy: We create digital strategy tailored to your brand.

Paid Advertising / Media Buying: We create campaign strategy, execution, management, and analytics. Including: Google, Microsoft, Facebook, Instagram, TikTok, LinkedIn, and Remarketing.

SEO (Search Engine Optimization): We will increase the quality & quantity of traffic to your website and conversions.

Social Media Marketing: We will create campaigns and manage organic and paid social media.

Data Analytics: We apply a results-driven approach to analytics to understand the data and increase visibility and engage customers online.

Website and Application Design and Development: UX/UI Design, PHP, WordPress

CUSTOMERS

MassMutual, McCarley International, Your Hearing Network, Prelude Solutions, Stealth Biopharmaceuticals, Biovector, We Care Advocates and More!

CERTIFICATIONS

Women Business Enterprise (WBE) and Women-Owned Small Business (WOSB) certified.

NAICS:

NAICS-541511: Search engine optimization (SEO) services

NAICS-541511: WEB (i.e., internet) page design services, custom

NAICS-541810: Digital advertising agencies

NAICS-541830: Media Buying Agencies

NAICS-541613: Marketing Consulting Services

NAICS-541430: Graphic Design Services

NAICS-541810: Internet advertising agencies

NAICS-541810: Online advertising agencies

NAICS-541519: Other Computer Related Services