

## Capabilities Statement

*Plan B Marketing, Inc. is a full service marketing agency specializing in making the complex simple. We leverage our deep industry knowledge, technical expertise and the latest marketing automation to provide creative solutions that help solve our customers' marketing challenges.*



Google Analytics

### Core Competencies

- **Strategy** - Creation of complete marketing strategies that can include: competitor/peer research, customer surveys, brand review, mood board, messaging, strategies by vertical/ audience as well as budgets, implementation/execution calendars.
- **Branding** - More than a logo, we help organizations connect with their audiences on a mental, functional, social and spiritual level.
- **Communications** - Create messaging and deploy media channels to connect our customers with their audiences.
- **Content Writing** - From technical to persuasive writing, press release to SEO Content, our team deploys the best words for the project, consistently delivering unique content to a multitude of industries.
- **Videography & Photography** - Creating visual content (videos, animations, still photos and motion graphics) that enhance our clients' communications efforts.
- **Web Development** - World class Wordpress development. Starting with strategy to wireframing to design to building to testing and ultimately deployment.
- **Print** - Direct mail, interior and exterior signs, variable data printing, large format and web to print services are offered.
- **Media Buying** - Purchasing traditional media such as television, radio, print, outdoor, out of home and digital channels like Google PPC, social media, streaming services and apps. We help organizations connect the context of the ad with the right medium.
- **MarTech** - We bring innovative, customer driven marketing solutions around marketing automation, traffic conversion and advanced analytics (custom made or off-the-shelf)
- **Consulting** - Providing expert analysis and advice to improve your marketing campaigns, build your marketing team or create a complete marketing strategy.

**Primary NAICS Codes:**  
 541611 - Administrative Management  
 541810 - Advertising Agency  
 541830 - Media Buying Agency  
 541430 - Graphic Design Services

### Current Performance:

Plan B Marketing has a proven track record of success in producing high quality deliverables to a variety of industries, including: Government, Finance, Healthcare and Manufacturing.

#### Recent clients, contract values and project details:



**Contract Value: \$10,000,000**

**Contract Name:** Risk-Based Managed Care Services for Medicaid Beneficiaries (Hoosier Healthwise and Healthy Indiana Plan Programs).

**Project Details:** Plan B provides the following services:

- Handle production/mailings for medicaid business
- Support outreach efforts with promotional items, signage and print material
- Maintain databases used for mailings
- Facilitate reward card program through a custom portal
- Provide technical support for Salesforce/Marketing Cloud CRM



**Contract Value: \$126,740**

**Contract Name:** Indiana Dept of Administrative - Family Social Services

**Project Details:** Plan B provides the following services:

- Strategy and Branding - Developing and refining the vision for the TANF program
- Email and Social Media - Communications and messaging to practitioners and partners
- Event Planning and Execution - Engaging the broader public and diverse communities



**Contract Value: \$194,950**

**Contract Name:** TANF Opportunity Act Training and Technical Assistance Partner

**Project Details:** Plan B provides the following services:

- Strategy and Branding - Developing and refining the vision for the TANF program
- Email and Social Media - Communications and messaging to practitioners and partners
- Event Planning and Execution - Engaging the broader public and diverse communities