



INTEGRATED MARKETING COMMUNICATIONS

MarketingRT

## CORPORATE OVERVIEW



MarketingRT, LLC is a privately held, Service-Disabled Veteran-Owned Small Business located in Marietta, Georgia. As a full-service marketing agency, **MarketingRT** builds and executes effective marketing strategies that engage and build audiences, improve customer retention, and revenue.

With over 30 years of technical and creative marketing expertise in both agency and corporate settings, owner Jacqueline Gordon, has worked a landscape of opportunities in performance roles enhancing organizational messaging. Demonstrated experience in all aspects of **successful integrated marketing communications**: marketing strategy, advertising, positioning, branding, identity, design, SEO, interactive media, social media, desktop publishing, digital and direct marketing, writing, web development, research, analytics, reporting, public relations, event planning, and fundraising.

## DIFFERENTIATORS

- Diverse portfolio of marketing services targeted towards driving business with the experience and personnel to achieve immediate results. Fast project development and turn-around. Industry leading analysis and reporting.
- Proven track record, high conversion rates in a variety of industries. Our focus is on your customer's needs and challenges ensuring you have the right content where your customers need it.
- Demonstrated ability to apply innovative marketing and advertising strategies to increase customer acquisition, penetration, retention and revenue.

## PAST PERFORMANCE

Portfolio: <https://www.pinterest.com/marketingrt/>

SIEMENS



at&t

verizon



Foresters



## CORPORATE SNAPSHOT

### NAICS CODES

541613 - MARKETING CONSULTING SERVICES

541618 - Other management consulting services

541890 - Other services related to advertising

DUNS: 078865062

CAGE: 7MVH1

541810 - Advertising agencies

541860 - Direct mail advertising

541430 - Graphic design services

## CORE COMPETENCIES

### Strategy, Creativity, & Vision

- Brand Auditing
- Conceptualization / Visual Design
- User Experience Design
- Brand Development & Positioning
- Message Strategy
- Marketing Research & Analysis
- Strategic Planning

### Marketing Communications

- Email & Demand Generation
- Copy & Collateral Development
- Web / Graphics & Art Design
- Campaigns / Focus Groups
- Digital Marketing
- Training Materials
- Webinars / Video

### Social Media

- Twitter, FB, LinkedIn, Google+, and Instagram experts
- Editorials / Articles
- Online Reputation Management
- Profile Development & Management
- Blog Writing & Posting / Forums

### Public Relations

- Analyst Relations
- Media Relations / Crisis Response
- Press Releases / Media Kits
- Buzz Creation & Management

### Analytics & Insights

- Lead Analysis / Conversion Rates
- ROI Metrics / Funnel Benchmarks
- SEO/SAO / Google Analytics
- Performance Reporting
- Reputation Monitoring

SBA WOSB  
Woman Owned Small Business

