

# Capability Statement



KING CONSULTING

Communications & Marketing



## About King Consulting

King Consulting is a woman and minority owned small business firm specializing in public relations, media, behavioral - social communications and marketing. Our expertise covers **educational institutions, economic development, social services, non-profits and municipalities** where we excel at strategically **developing and executing campaigns, initiatives and programs.**

### Differentiators

- 15+ years of experience in MarComm
- Deep understanding of behavioral & social marketing & comms segmenting audiences
- Reputable & Dependable National & Local Media, Government, Organization, and State Relationships

### Past Performance



Created brochure content, column op-eds, social media, public relations & comms initiatives



web development, social media, graphic design, market data and analysis for community engagement.



Created and deployed teams, developed marketing strategy, focus group and public feedback facilitation and creative productions and events

### NAICS Codes

- 541613 - Marketing Consulting Services
- 323120 - Support Activities For Printing
- 541430 - Graphic Design Services
- 541870 - Advertising Material Distribution Services

## Core Competencies

**Communication & Public Relations** we cultivate media relationships and increase your visibility to enhance your reputation.

**Marketing & Brand Strategy** we develop marketing strategy to effectively communicate your message and value propositions to target audiences.

**Digital Marketing and Social Media** Ability to develop and execute effective social media campaigns, monitor online conversations, and leverage analytics to optimize engagement and reach.

**Market Research and Data Analytics** We analyze market trends and audience behavior to optimize your marketing strategies.

**Creative and Production** we craft captivating video, photo and illustrative content that resonates with your audience and showcases your offerings.

**Branded Promotional and Government Items** Providing design, branding, and delivery for government and corporate events and workplaces.



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