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Capability Statement

inMMGroup, LLC provides marketing services to public, private and government clients.

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inMMGroup's leadership team has over 80 years of combined experience in guiding each client to preeminent levels in the area of branding, research & development, public relations, community relations, sales, leadership development, website development, graphic design, video production, advertising, digital marketing, content creation, media buying and digital media.

Differentiators

As a full-service marketing agency, inMMGroup is uniquely qualified to engage in long-term campaigns that tell their stories across a variety of channels.

Unique Execution Ability. A great idea will bring a client in the door, but long-term success will never happen if you fail to execute those ideas.

We have worked within over 50 different industries. This has expanded our knowledge base and widens our creativity to test non-traditional strategies in industries resulting in extreme success or profitability

Services

Marketing, branding, consulting, research & development, public relations, community relations, sales, leadership development, website development, graphic design, video production, advertising, digital marketing, content creation and digital media.



Project Workflow / Quality Control

COMMUNICATION Our creative culture welcomes ideas from all members of the client-agency team. To facilitate communication, we assign our clients a dedicated account manager. This person acts as the primary point of contact and keeps track of all project deliverables and schedules. When a milestone requires additional client input, hard costs or a change in schedule, the client is immediately notified.

RESEARCH Research is the foundation for everything we create. Each project is defined through a creative brief process with stakeholders, during which goals and deliverables are established. Prior campaigns are examined and assets are collected and archived. When necessary, inMMGroup conducts market and competitor research.

STRATEGY inMMGroup's team uses the research collected to best target key audiences and pair various marketing formats (web, video, print, PR, etc.) with their most impactful phase of the customer journey.

DESIGN For creative writing, design, animation or video, a minimum of two different creative concepts or treatments are produced and presented. They are then refined into a final treatment via a series of feedback sessions with the client's representative.

PRODUCTION Daily schedules and workflow are overseen by your project manager to ensure all production milestones are being met in a timely manner. Quality is a top priority. All deliverables go through a series of quality control checklists and require sign-

Testimonials

"The use of inMMGroup's services resulted in End of year applications being increased by more than 4,500 and 98.9% approval. Group enrollments increased by 45%. Better Leads with INCREASED approvals were attracted."

DC | IFG Wealth

"...it was definitely confusing navigating through the sea of marketing and branding..., however, with the help and patience of the inMMGroup's team lead by Mr. Christopher, the process was a breeze! We thoroughly appreciated the quick turnaround and the constant communication..."

R. Walker

"The entire inMMGroup team is very acute and has a unique ability to see the direction where a business needs to go for long-lasting profitability. Hearing and listening to their clients is one of inMMGroup's outstanding skills, in addition to seeing areas of a business that others don't see that are opportunities for profitability. They are nothing less than Marketing Genius'!"

Charitable Initiatives (Donated To)

American Cancer Society, Alzheimer's Association, American Autism Association, United Way, Muscular Dystrophy Association, Women of Refined Gold, Hands On, Kappa Alpha Psi, Omega Psi Phi, Alpha Kappa Alpha, Delta Sigma Theta, Zeta Phi Beta, Alpha Phi Alpha, Phi Beta Sigma, Sigma Gamma Rho, Iota Phi Theta and Sickle

Corporate Snapshot

Unique Entity ID : UM7TNQV16A25

CAGE Code :

Bonding : \$1,000,000

Primary NAICS : 541613 (Marketing Consulting Services)

Additional NAICS: 541910, 541990, 541870, 541850, 541860, 541890, 541810, 541870, 541840, 519130, 323111, 611430, 541430,

Past Performance



Contact Information

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