



# SMART SIMPLE MARKETING

## CAPABILITY STATEMENT

### YEAR FOUNDED

2006

### EXECUTIVE SUMMARY

**Smart Simple Marketing** is a multi-award-winning content marketing consultancy. We help brands gain market share and deepen loyalty with small, minority- and women-owned businesses through results-driven content marketing. We are the only content marketing consultancy that specializes in this coveted niche market and working with the world's largest technology brands.

### PROBLEMS WE SOLVE

Contact us if you are struggling to generate meaningful results with one of the following scenarios:

- You have identified small business owners (SMBs), minority-owned businesses (MBEs) or women-owned businesses (WBEs) as a critical growth market.
- You are launching a program, product or service to SMBs, WBEs or MBEs.
- You find it challenging to attract your target audience; your messaging isn't resonating, and you're not meeting your KPIs.
- You need unique content for your webinars, email newsletter(s), blog, social media profiles, white papers, etc., to support your marketing and sales goals.
- You need to determine what's really on the minds of small business owners, minority-owned businesses or women-owned businesses.
- You'd like to have a stronger return on investment for your participation at supplier diversity events and to connect with more contract-ready suppliers.

### SOLUTIONS

#### Content Marketing Strategy

- Data analysis and organization, brand strategy, messaging strategy, multicultural marketing, crisis communications, and internal/external corporate communications

#### Customer Engagement & Retention Campaigns

- Email campaigns, blog content, webinars, videos, social media, eBooks and white papers

#### Custom And Proprietary Research

- Comprehensive market research, data analysis, and detailed program audits

#### Success Stories

- Customer satisfaction surveys, customer research, case studies, written testimonials, and video testimonials

#### Offline & Online Education & Training

- Webinars, instructor-led training, employee training, learning and development support, customer product training, self-study eLearning courses, software training, program facilitation, public speaking, and SMB-focused training, SMB technical assistance

#### Top Leader Keynotes

- "All-hands" meetings, team off-sites, executive roundtables, breakout sessions

#### B2-SMB Marketing Training

- Our proprietary training system educates marketing professionals, in-house, on marketing successfully to small, minority-owned and women-owned businesses. The program features hands-on workshops, group coaching, private coaching, and customized consulting engagements.

#### Exclusive Engagement Experiences

- Live events, live training, virtual conferences, virtual events/summits, and virtual meetings

### PARTIAL CLIENT LIST



### OWNERSHIP

Privately held California Limited Liability Company

## OUR PROPRIETARY FRAMEWORKS AND INSIGHTS ARE BUILT ON 14+ YEARS OF EXPERIENCE:



Working with small businesses and organizations in 79 different industries



Building a community of 29,600 small, diverse-owned businesses



Delivering 435 classes, workshops, seminars and webinars across the US and beyond



Teaching 8,900 small business owners and entrepreneurs at our live events



Researching and creating over 10,000 pieces of original content

## DISTINCTIONS

- 2015 WRMSDC Supplier of the Year (Class 1)
- Certified Minority-Owned and Certified Woman-Owned Small Business
- Constant Contact Certified Solutions Provider
- 2014, 2017, and 2018 Constant Contact All Star Award Winner
- 4th Generation Entrepreneur

## CERTIFICATIONS

**Small Business Administration (SBA) Small Disadvantaged Business Minority-Owned Business Enterprise (NMSDC)** – Certificate #WR15015  
**Woman-Owned Business Enterprise (WBENC)** – Certificate #2005126977  
**Woman-Owned Small Business (SBA)** – Certificate #WOSB170478  
**Supplier Clearinghouse MBE & WBE (CPUC)** – Certificate #16001048



## DUNS

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## NAICS CODES

- 519130 Internet Publishing and Broadcasting and Web Search Portals
- 541430 Graphic Design Services
- 541611 Administrative Management and General Management Consulting Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541890 Other Services Related to Advertising
- 541870 Advertising Material Distribution Services
- 541910 Marketing Research and Public Opinion Polling
- 611420 Computer Training
- 611430 Professional and Management Development Training
- 611710 Educational Support Services
- 711510 Independent Artists, Writers, and Performers
- 923110 Administration of Education Programs

## SIC CODES

- 7319901 Advertising Consultant
- 73360000 Commercial Art and Graphic Design
- 73360102 Creative Services to Advertisers, Except Writers
- 73360103 Graphic Arts and Related Design
- 73380100 Formal Writing Services
- 73790203 Online Services Technology Consultants

## UNSPSC CODES

- 60105409 Brand Marketing/Advertising Instructional Materials
- 80111602 Temporary Marketing Staff Needs
- 80140000 Marketing and Distribution
- 80141501 Marketing Analysis
- 80141505 Marketing Plans
- 80141612 Sales or Marketing Programs
- 80141618 Sales Marketing Agencies Including Print
- 80151505 Multinational Marketing Enterprises
- 80171600 Publicity and Marketing Support Services
- 80171603 Publicity and Marketing Advisory Service
- 86000000 Education and Training Services
- 86101717 Marketing Professional Training Service
- 86101810 Personnel Skills Training
- 86132000 Management Education and Training Services
- 86132100 Training Planning, Facilitation and Delivery Services
- 86132101 Training Facilitation Service
- 86132102 Training Planning and Development Consultancy Service

## PAYMENT METHODS

Company checks, credit cards, purchase cards and wire transfer

## EXECUTIVE MANAGEMENT

**Sydni Craig-Hart**, Chief Executive Officer  
**Wil Hart**, Chief Operating Officer

## HEADQUARTERS

2340 Powell Street, Suite 223, Emeryville, CA 94608

## CONTACT

**Sydni Craig-Hart, CEO and Co-Founder**

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**Wil Hart, COO and Co-Founder**

T: 510.402.8090 | E: [Wil@SmartSimpleMarketing.com](mailto:Wil@SmartSimpleMarketing.com)

## WEBSITE

[www.SmartSimpleMarketing.com](http://www.SmartSimpleMarketing.com)

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