



MAVERYCK  

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MARKETING

*Capabilities Statement*

Independent Thinking For Business Growth.



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**F**ounded in 2005, Maveryck Marketing Group, LLC is a global small business, minority-owned, sales and marketing consultancy located near Atlanta, Georgia. Maveryck Marketing provides an array of marketing services to corporations and government agencies, and has a highly qualified team of external marketing partners in mass communications, graphics design, web development, digital and social media and advertising. Maveryck's team works together to provide expert marketing capabilities and has the track record to prove it.

**Services Offered?**

- Digital Advertising and Social Media
- Market Research
- Campaign Development and Management
- Ethnic and Community Marketing
- Publicity and Advertising
- Graphics Design
- Content Development and Copywriting
- Website Development
- Sales and Marketing Workshops
- Marketing Project Management

Classification: Small Business/Minority-Owned  
Structure: Limited Liability Corporation  
EIN: 41-2263519  
CAGE: 4X7A4  
DUNS: 808229061  
MBE: AT10-1025

NAICS:  
541613 Marketing management consulting;  
Sales management consulting  
541820 Graphic design services;  
Public relations services  
541860 Direct mail advertising  
541720 Business research and development  
541810 Advertising agencies; Advertising  
consulting services; Advertising  
services, indoor or outdoor display  
541850 Billboard display advertising  
541810 Display advertising; Transit  
advertising  
711510 Writers of advertising copy,  
Independent

**Contact Us:**

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1

**Understand the Market**

At Maveryck Marketing, we “take on the mind of our clients”. We want to know your business environments as well as you do, and better. Our proprietary process of acquiring information allows us to gain a unique perspective from all angles. This positions us to develop a relevant message for you that consistently engages and compels your target audience.

2

**Establish Differentiators**

Maveryck Marketing can work with you to develop creative and communicative strategies, which delivers on your vision, mission and values. Whether creating, maintaining or enhancing your brand’s image, Maveryck has the expertise in translating your company or agency’s best attributes into a differentiating look and message. Our team of skilled designers and writers are held to your high standards, and ours.

3

**Execute the Strategy**

We operate as an extension of your marketing operation. Whether you need a marketing plan developed, an attractive social media presence on Facebook and Twitter launched, or a more Google Search-friendly designed website or an eye-catching ad, Maveryck Marketing can help. We guide people through a respectful decision process on your behalf—appropriately and with integrity. We keep you in the loop, so you’re always apprised of our progress.



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Project: **Website Content Development**

Client: *Mills Law Associates, LLC*

Solution: MLA, a start-up law firm in Atlanta, needed good content for their company website, which at the time was scheduled to launch within a few weeks. Maveryck researched MLA's internal and external markets to discover the appropriate position and message for the firm.

Results: Maveryck successfully delivered compelling, differentiating search engine optimized website content to MLA ahead of schedule and at a reasonable cost!

Contact: Ms. Karen Mills, P.E., Managing Member (770) 933-6275



Project: **Strategic Marketing Workshops Facilitation**

Client: *California Department of Transportation, Division of Planning (DOTP) – Sacramento, CA*

Solution: Maveryck created a marketing framework which helped DOTP understand how to improve internal and external communications to increase awareness of and participation in the programs offered.

Results: Maveryck helped workshop participants understand basic marketing principles; how to leverage strengths and improve on weaknesses; and how to brand the benefits throughout their messaging and marketing collateral. Participants began individual re-development processes of logo design and copywriting to present a clearer message to their respective target audiences.

Contact: Ms. Marleece Peart, Training Officer (916) 653-0265



Project: **Advertising/Media Placement**

Client: *Center for Disease Control and Prevention (subcontract)*

Solution: The CDC needed to understand the best ways to raise awareness of their Research Agenda through promotion in select academic journals on a limited budget.

Results: Maveryck researched and recommended the best journal mix for CDC ads. Maveryck negotiated placement costs nearly to 50% off the ad budget. One ad quadrupled expectations by attracting 1.8 Million impressions in less than 12 months, thus raising awareness.

Contact: Mr. Andre Turner, JPS Contract Administrator (404) 684-6008





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### Education

Business Book Review, LLC ( A Division of Ebsco Publishing, Inc.)  
International Performance Solutions, Ltd.  
Math Attack, LLC

### Government

California Department of Transportation  
Center for Disease Control and Prevention (Subcontract)

### Consumer Product Goods

GraceKennedy Limited  
Lynischic International  
Sweet Marinade Catering

### Professional Services

Clear Communication Solutions LLC  
Direct Endoscopy Equipment Services, Inc.  
Jamison Professional Services, Inc.  
Mills Law Associates, LLC  
Your Host Solutions

### Non-Profit

Direction for Youth, Inc.  
Hands on Atlanta (Client Consultant Volunteer)  
HYer DYnamic Health Discoveries (HY-DY Inc.)



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“The Maveryck Team provided excellent customer service in assisting me with the content development for my website. I was truly impressed with their “holistic” approach to clearly understand my business aspirations in both the short and long term. I would definitely use the Team on future projects.”

**Ms. Karen Mills, P.E.**  
Managing Member  
Mills Law Associates, LLC  
(770) 933-6275

“JPS partnered with Maveryck Marketing to raise awareness of the Center for Disease Control’s Injury Research Agenda. Maveryck took the lead and delivered results well above the CDC’s expectation by negotiating significantly reduced ad costs. One digital ad yielded nearly 2 Million impressions, 4 1/2 times more than originally anticipated. JPS will definitely continue our partnership with Maveryck”

**Mr. Andre Turner**  
Contract Administrator  
Jamison Professional  
Services, Inc.  
(404) 684-6008

“Maveryck’s workshop helped members of our Transportation Planning team improve communications to both internal and external audiences. The working knowledge of participants after the workshop improved over 50% and over 70% of them were able to apply what they learned to their jobs. I can confidently recommend Maveryck Marketing for any marketing and communications opportunities.”

**Ms. Marleece Peart**  
Training Officer California  
Department of Transportation  
(916) 653-0265