

Simply Marketing Solutions, LLC

Capability Statement



Simply Marketing Solutions, LLC is a woman and minority owned market research and marketing consultancy located in Frisco, TX. We provide turnkey marketing solutions including market research; marketing content development and strategy; copywriting, digital marketing, marketing analytics and reporting; brand development; social media strategy and management; and community engagement and outreach.

Core Competencies

Market Research & Marketing

- Market Analysis & Industry Research
- Content Development & Strategy
- Digital Marketing
- SEO/SEM
- Community Engagement & Outreach
- Strategic Marketing Plan Development
- Curriculum Development
- Education & Training

Branding & Design

- Brand Awareness & Development
- Copywriting
- Social Media Strategy & Implementation
- Public Relations

Past Performance

University of Illinois Center for Literacy

SMS developed marketing copy for six divisions of the UIC Center for Literacy to demonstrate the increased impact of the organizations programs and highlight the array of services that allows its stakeholders to thrive.

Pace Suburban Bus

SMS developed a comprehensive outreach plan, hosted and secured several local events, developed marketing messaging for target audiences and worked closely with Pace executives to rollout a new universal fare system.

Village of Matteson, IL

SMS developed a complete marketing and branding plan including a community-wide survey, asset map, neighborhood workshops, social media plan, logo, tagline, ads, economic development guide, stationery, videos, and new website design concept.

Differentiators

- SMS offers comprehensive marketing solutions including market research, plan development, brand messaging development, community engagement initiatives, digital marketing and analytic reporting.
- SMS has a team of knowledgeable experts who are flexible allowing for fast market responsiveness.
- Our team has extensive experience working with small businesses in both the startup and growth phases.

Contact Information		Company Data	
Company Name	Simply Marketing Solutions, LLC	NAICS Code	541613, 541910, 541430, 611430, 541611, 541690
Owner Name	Summer Alexander	Company Footprint	Project experience in the U.S.
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