



#### COMPANY DATA

**NAICS:** 541613, 541810, 541820, 541611, 541910, 611420, 611430, 711510  
**PSC:** R409, R426, R499, R708, R799  
**CAGE:** 6HQG5  
**DUNS:** 620897413

#### CERTIFICATIONS

A+ Better Business Bureau  
U.S. HUBZone, WOSB and SBA 8(a)  
U.S. Dept. of Transportation DBE  
New Jersey SBE & MWBE  
New York State & NYC MWBE  
Port Authority of NY/NJ MWBE  
Port Authority of NY/NJ ACDBE  
WBENC WBE  
NMSDC MBE



**CONTACT** Cheryl McCants  
cmccants@eimpactconsulting.com

**O.** 973.337.2028

**M.** 646.872.2377

**F.** 877.337.2276

172 South Clinton Street  
East Orange, NJ 07018  
www.eimpactconsulting.com

#### KEY OFFERINGS

Social Media Management  
Public Relations and Events Support  
Crisis Communication and Media Training  
Strategic Marketing and Business Development  
Website, Brochure, Video and Collateral Creation

#### WHY IMPACT

Impact Consulting Enterprises helps businesses grow and brands expand by telling their untold stories to women, millennials, African Americans, Latinos and Asians. Foundations, corporations and individuals work with us to elevate their public profiles, increase brand awareness and achieve revenue objectives.

Clients choose Impact so that their customers and constituents feel good about where they are, and better about where they are going.

#### DIFFERENTIATORS

Optimized to strategize, implement, assess and recalibrate as a dependable and quality-driven extension of your team.  
Experienced in strategically connecting with diverse audiences.  
Able to reduce marketing expenses by creating and implementing segment driven strategic plans that tell the untold stories.  
Focused on identifying targeted psychographic profiles that guide marketing and advertising decisions.

#### PROBLEMS SOLVED. RESULTS ACHIEVED.

Eliminate frustration with ineffective email-marketing campaigns.  
Re-energize social media channels and websites that are not generating desired traffic or response rates.  
Elevate public awareness and increase understanding about programs, products and services.  
Clarify ways to easily connect offline and online presences to increase revenue.  
Tell your untold stories and grow your business.

#### SELECTED PAST PERFORMANCE

##### **Clinical Trial Recruitment: Suven, Inc.**

Public Relations, Social Media Management, Marketing

##### **Event Management: Newark International Film Festival**

Live Awards Ceremony, Strategic Branding, Public Relations and Social Media Support

##### **Storytelling: Newark, N.J.'s Department of Economic & Housing Development**

Strategic Branding, Public Relations and Social Media Support

##### **Re-branding: U.S. Merchant Marine Academy Admissions Office & Department of Public Affairs**

Marketing Strategy and Media Campaign. Digital and Print Recruitment Materials, Brochures, Videos and Digital Flip Books

##### **Urban Development: Newark, N.J.'s Community Economic Development Corporation**

Media Relations and Strategic Communication: Public Relations, Positioning and Media Monitoring

##### **Non Profit: Newark Celebration 350 (NC350)**

Media Relations and Strategic Communication: Year-End Report, Public Relations, Positioning and Media Monitoring

We work with words.  
We work with you.



### HEALTH CARE

A New Jersey-based pharmaceutical firm developed an investigational Alzheimer's disease medication and required assistance with patient recruitment for their U.S. clinical trial. Impact was brought on board to tell their stories and attract eligible clinical trial participants via traditional, digital, social and grassroots communication vehicles. In the first two months of engagement, we obtained local interviews for investigators and the company CEO. We also secured 156 Facebook followers within 60 days of launching the page. Impact created and managed social media accounts and digital assets including the creation of videos, ads and other materials.



### MANUFACTURING

A glass manufacturer needed a fully integrated strategic communication plan to launch a new product, reach a new audience and rebrand a 100-year-old company. Impact developed and executed the branding strategy that launched a traditional glass fabricator into the world of creative printing on glass for the architectural and design communities. Impact developed new sales and marketing materials, trained the existing sales force and assisted leaders in effectively promoting and selling their new positioning statements.

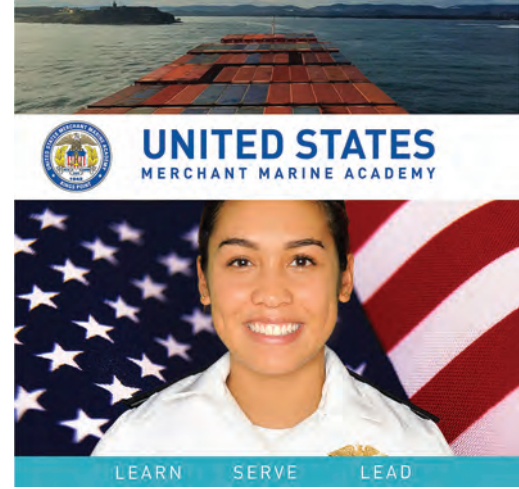
### ECONOMIC DEVELOPMENT

Newark, NJ had a story to tell and Impact told the world. We created a strategic plan and then identified, updated and shared stories that made people feel good about Newark and better about Newark's future. Seven of our targeted campaigns, including Mayor Baraka's Model Neighborhood Initiative, reached more than 1 billion people online. Additionally, we secured more than \$1 million worth of media coverage in less than 12 months, and organically acquired more than 2,000 Facebook fans and 1,000 Twitter followers within six months of engagement via content that we curated, posted and managed.



### SMALL BUSINESS

A global media marketing company dedicated to supporting and connecting professional multicultural women, recognized that minority women-business owners lacked the access to capital that was generally afforded others. Leadership decided to act – via training opportunities and a \$25,000 business pitch competition. Impact was essential in bringing the idea to fruition – helping fine-tune the concept, producing workshops, promoting the program and securing media coverage. The campaign reached millions of individuals in just 45 days and secured more than \$50,000 of publicity in major outlets.



### EDUCATION

The United States Merchant Marine Academy required new, "eye-catching," recruitment materials for high school students, their parents and guardians to pique their interest in learning more about the Academy. The updated materials needed to attract and encourage women and minorities, as well as mainstream students to matriculate, graduate, then serve as our leaders in the maritime industry and military. Impact conducted a thorough research audit to include focus groups and interviews. The results led to a fully-integrated admissions package that included a new brand-image, creative print, video and digital materials.



### ARTS AND ENTERTAINMENT

Impact provided oversight and assisted in executing the final phase of an international film festival. Our production team produced the live awards ceremony and secured international media coverage for 100 films from 12 countries over three days. We coached the team, when and where needed, and provided strategic, public relations support. In all, we secured nearly 50 million online views and media coverage with a publicity value in excess of \$500,000. This project yielded a 99,000-percent return on investment. Yes - 99,000% ROI.