



#### COMPANY DATA

**NAICS:** 511210, 519190, 541613, 541330, 541810, 541519, 541611, 541820, 541830, 541910, 541890, 611420, 611430, 711510  
**PSC:** R409, R426, R499  
**FEDERAL CAGE:** 70964  
**CAGE:** 6HQG5  
**DUNS:** 620897413



#### CERTIFICATIONS AND CONTRACTING VEHICLES

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

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## PROBLEMS SOLVED. RESULTS ACHIEVED.

Eliminate frustration with ineffective email-marketing, social media, branding or advertising campaigns.  
Re-energize online channels and websites that are not generating desired traffic or response rates.  
Elevate public awareness and improve understanding about your programs, products and services.  
Clarify ways to easily connect your offline and online presences to increase revenue, contributions, or donations.  
Maximize your media budget and execute campaigns that drive results and enhance your brand.

## WHY IMPACT

Impact Consulting Enterprises helps businesses grow and brands expand by telling their untold stories to women, millennials, Baby Boomers, Generation Zers, African Americans, Latinos and Asians. Foundations, corporations and agencies work with us to enhance their public footprints, increase brand engagement and achieve revenue and recruitment objectives. Clients choose Impact because we tell award-winning stories that inspire smiles, trust, and confidence.

## 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.
- ✓ Committed to reducing expenses and implementing segment driven strategic plans that tell your untold stories.
- ✓ Focused on identifying targeted psychographic profiles that guide marketing communication and advertising decisions.

## SELECTED PAST PERFORMANCE

### Marketing & Communication: New York & New Jersey Minority Supplier Development Council



Website Design & Development, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing

### Event Management: Newark International Film Festival



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

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



Media Relations, Strategic Branding, Social Media Support, Positioning and Media Monitoring

### 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

### Diversity & Inclusion: RWJBarnabas Health System – Social Impact Community Investment



Strategic Advertising, Marketing, Media Relations and Website Design

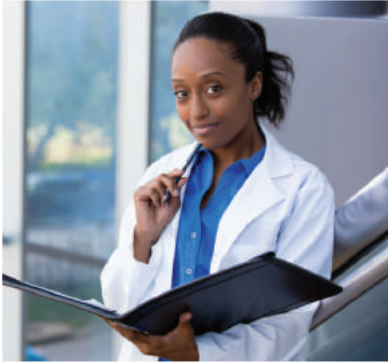
### Media Planning and Activation: Rum Chata



National Print, Local Radio, Outdoor Billboard, Bus Wrap and In-Theater Media Buying campaign

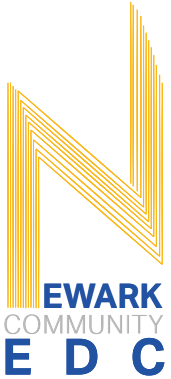
# SAMPLE PROJECTS

## HEALTH CARE



A health insurance provider needed qualified, inbound Medicare leads during the open enrollment period. Campaign success was based on a targeted Cost per Lead (CPL) goal. Because there are many providers and lots of promotional messages during open enrollment, Search Engine Marketing (SEM) costs tend to be relatively high as users click around the internet and gather data. Impact's partner, MBI, sprang into action. The 37-state successful flight with SEM, contextual advertising, site retargeting and segmentation strategies resulted in nearly 2,500 qualified leads with a CPL that beat targeted costs by 18%.

## 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.

## 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.



## 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.



UNITED STATES  
MERCHANT MARINE ACADEMY



## 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.



## CONSUMER RETAIL

45 retail partners needed local campaigns to drive foot traffic into their NY State-based stores. Impact's partner, MBI, implemented a geotargeted, search-engine-marketing and site-retargeting initiative. Coupled with digital and TV ads, programmatic display, and online video, this project exceeded objectives with an average click-through-rate of 8.5% (3X US benchmarks) and drove 335,000 webpage visits. Success was also measured at a macro level, comparing revenue and sales lift over previous years.