



COMPANY DATA

NAICS:
541613, 541810, 541820
541830, 541890, 541910
541611, 541618, 611420

UID:
FG8MKNNSFW9
PSC: R409, R426, R499

CAGE: 6HQG5
DUNS: 620897413

CERTIFICATIONS AND CONTRACTING VEHICLES



CONTACT INFO

Cheryl McCants
cmccants@eimpactconsulting.com
O 973.337.2028
M 646.872.2377
F 877.337.2276



PROBLEMS SOLVED. RESULTS ACHIEVED.

- ✓ Elevate public awareness and improve understanding about your programs, products and services.
- ✓ 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.
- ✓ Clarify ways to easily connect your offline and online presences to increase revenue or contributions.
- ✓ Engage your employees and community to better understand your mission and message.
- ✓ Maximize your media budget and execute campaigns that drive results and enhance your brand.

WHY IMPACT

Impact Consulting Enterprises is a NJ-based, Black woman-owned, international award-winning agency. This creative-marketing solution and digital communication provider, specializes in helping clients connect and communicate with diverse and multicultural audiences both online and offline. Foundations, corporations, and agencies work with us to enhance their diversity, equity, and inclusion practices, increase brand engagement, and achieve revenue and recruitment objectives. Clients choose Impact because we tell award-winning stories that inspire smiles, trust, and confidence, while delivering exceptional customer service on time and on budget.

CORE VALUES

- Deliver Solutions
- Passion for People Drives Our Actions
- Lead with Powerful Creative Ideas
- Do the Right Thing
- Clients First
- Give Back

DIFFERENTIATORS

- ✓ Optimized to strategize, implement, assess, and recalibrate as a dependable and quality-driven extension of your team.
- ✓ Experienced in strategically connecting with diverse and hard-to-reach audiences through human-centered solutions.
- ✓ 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.
- ✓ Celebrated for delivering multilingual and culturally competent expertise to elevate branding and communication campaigns.

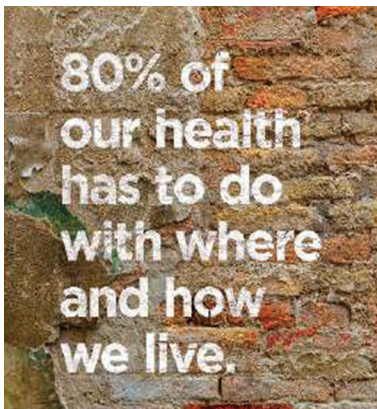
SELECTED PAST PERFORMANCE

- Rebranding: Connecting NJ, The Nicholson Foundation** Thought Leadership, Community Outreach, Inter-Agency Coordination, Rebranding, Visual Identity
- Marketing & Communication: New York & New Jersey Minority Supplier Development Council** Website Design & Development, Public Relations, Email Marketing, Social Media Management, Collateral, Visual Identity
- Event Support: National Minority Supplier Development Council** Visual Identity, Journal Creation, Photography, Video Production, Email Marketing, Public Relations and Social Media Support
- Multicultural Strategic Communication: Nurture NJ, Office of the First Lady of the State of New Jersey** Surveys, Website Design & Development, Rebranding, Strategic Communication, Multicultural Outreach Campaign
- Community & Outreach: COVID-19 Vaccine New Jersey** Community Outreach, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing



SAMPLE PROJECTS

HEALTHCARE, DIVERSITY, EQUITY & INCLUSION



The largest healthcare system in New Jersey engaged Impact to develop marketing and communication strategies to promote the organization’s Social Impact Community Investment efforts. Impact sprung to action with the development of a splashy spaeda and followed up with creative ways to tell their stories. Impact worked with their advertising agency to develop eye-catching and informational displays for billboards, public transit placards, magazines, and online ads. Impact provided website redesign and strategic communication support including media outreach to extensive contacts with a 32% open rate,10% higher than the industry standard.

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 trageted 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.



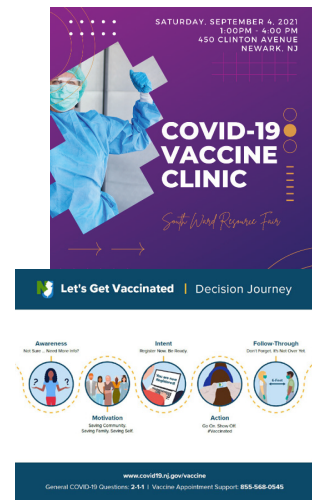
ARTS AND ENTERTAINMENT

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.



COVID-19 COMMUNICATION

Impact was on the frontlines of COVID-19 vaccine outreach in New Jersey, partnering with agencies and organizations across the state and nation. We worked diligently to provide timely, relevant, accurate, and engaging information about the COVID-19 vaccine to communities throughout New Jersey. We created high-level communication plans that emphasized connecting with communities of color resistant to receive the vaccine. We also translated culturally relevant and diverse healthcare information into advertising campaigns designed to connect wiith and educate the community about the vaccine’s saefty and efficacy. Our toolkits, key messages, rounding kits, digital assets and other efforts helped New Jersey attain its goal of getting 70% of the population to receive at least one dose of the vaccine by July 2021.



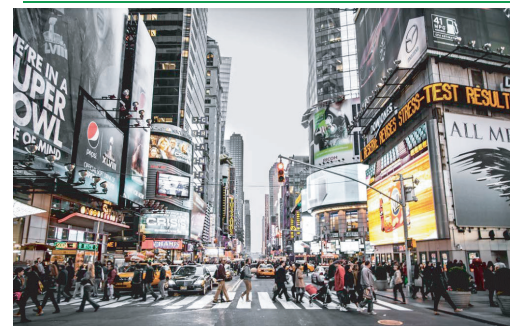
UNITED STATES
MERCHANT MARINE ACADEMY



LEARN SERVE LEAD

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. Female plebes increased by 9.7% after our first year of material production.



DIVERSE COMMUNICATION

The country’s largest certification agency for minority-owned businesses needed media relations, video production, and event management support. Impact worked with leadership to support their national event. Additionally, Impact provided their New York and New Jersey affiliate with outstanding media, strategic communication, event, social media management and graphic design support. Over the course of four years, we organically grew their Facebook, Twitter, and LinkedIn accounts by 13%, 4%, and 79% respectively. Our ability to successfully communicate with diverse business owners allows them to effectively tell their stories.

