

CAPABILITY STATEMENT

BETTER BUSINESS SOLUTIONS LLC

CAGE CODE:8AZC2 | DUNS#:117034963

ABOUT US

BETTER BUSINESS SOLUTIONS, LLC BRINGS OVER 10 YEARS OF EXPERIENCE IN COMMUNICATIONS, PUBLIC AFFAIRS, MARKETING, CHANGE MANAGEMENT, AND BROADCAST PRODUCTION WITHIN THE FEDERAL GOVERNMENT. THEY HAVE OPERATED THE BRANDING, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT EFFORTS FOR A NUMBER OF CLIENTS. SIMPLY PUT, THEY HELP CLIENTS FOSTER A BETTER BRAND AND TELL THEIR STORY FOR ONGOING PROGRAMS OR FUTURE INITIATIVES, CREATING AND EXECUTING ADVERTISING, MARKETING, OUTREACH AND PUBLIC EDUCATION CAMPAIGNS. THEIR GREATEST SUCCESS STORIES ARE THE SUCCESS STORIES THEY BRING THEIR CLIENTS.

CORE COMPETENCIES



COMMUNICATIONS (STRATEGY, CONTENT & CREATIVE DEVELOPMENT)



COMMUNITY OUTREACH AND PUBLIC ENGAGEMENT



BRANDING / PR / DIGITAL & SOCIAL MEDIA (CAMPAIGNS)



COMMERCIAL PHOTOGRAPHY/VIDEO PRODUCTION / EVENT COORDINATION / MULTIMEDIA PRODUCTION



MEDIA BUYING AND PLACEMENT (RADIO, TV, DIGITAL AND OUTDOOR)

DIFFERENTIATORS

- ACTIVE SECRET CLEARANCE
- SEASONED ADVERTISING, MARKETING AND COMMUNICATIONS MANAGERS AND PLANNERS
- EXPERIENCED LONGTIME NEGOTIATING SKILLS IN MEDIA BUYING AND PLACEMENT
- EXPERTISE IN BRAND STRATEGY THAT CAPTIVATES AUDIENCES AND INSPIRES SOLUTIONS
- RAPID RESPONSE TO CRAFT COMPELLING MESSAGES, ESPECIALLY IN A CRISIS
- ABILITY TO MEET SHORT LEAD TIME AND QUICK TURNAROUND IN THIS DIGITAL AGE
- MILITARY JOURNALISTIC STANDARDS OF EXCELLENCE.

NAICS CODE

- 541810 – ADVERTISING
- 541830 – MEDIA BUYING
- 512110 – MOTION PICTURE AND VIDEO PRODUCTION
- 541820 – PUBLIC RELATIONS
- 541613 – MARKETING CONSULTING
- 541611 – STRATEGIC PLANNING
- 541922 -- COMMERCIAL PHOTOGRAPHY

PAST PERFORMANCE

DELOITTE (SUPPORTING SAF/HQ USAF) ARLINGTON, VA

DEVELOPED BRAND, COMMUNICATIONS AND TACTICAL STRATEGIES FOR IMPLEMENTATION. CRAFTED PRESS RELEASES, TALKING POINTS, AND OTHER MATERIALS IN PREPARATIONS FOR INTERVIEWS AND BRANDING.

ARMY RESEARCH LABORATORY ADELPHI, MD.

LEAD THE CRAFTING AND DISTRIBUTION OF HIGH DEFINITION IMAGES OF ARMY LIFE AND OPERATIONS WITHIN THE LAB. CREATED PHOTO STORIES, PRESENTATIONS, TAGLINES, CAPTIONS, INFOGRAPHICS AND BYLINES TO ENHANCE THE OVERALL IMAGE OF THE ARMY RESEARCH LAB.

UNITED STATES AIR FORCE.

UPDATED, CREATED, AND DROVE CONTENT DAILY VIA SOCIAL MEDIA, NEWS ARTICLES, E-NEWSLETTERS, TELEVISION BROADCASTS, AND OTHER MEDIA OUTLETS. PREPARED, EDITED, AND DISTRIBUTED PUBLIC AFFAIRS PROGRAM MATERIAL.

COMPANY SNAPSHOT

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CERTIFICATIONS

