



PIVOT·PATH

MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

CAPABILITIES STATEMENT

PIVOTPATHDIGITAL.COM

ABOUT PIVOTPATH

PivotPath is a fully-remote Marketing & Advertising agency servicing municipalities, educational institutions, nonprofits and small businesses across the United States and West Africa. Our mission is to help your organization excel, while exceeding the expectations of the communities you serve.

The PivotPath team brings together 30+ years of collective experience in strategic brand marketing planning, market research, traditional and digital marketing, web and graphic design, copywriting.

We are clever storytellers that help entities find their voice and make it heard. We knock the norm with every aspect of communications, creating compelling campaigns, content and visual imagery that impacts, inspires for lasting impressions.

CORE COMPETENCIES

- ✓ Ability to Analyze Large Amounts of Market Research Data
- ✓ Strategic Marketing Plan Development
- ✓ Monitoring and Measuring Marketing Strategy Effectiveness
- ✓ Risk and Reputation Management
- ✓ Digital and Print Marketing Integration
- ✓ Campaign Planning & Execution
- ✓ Content Creation & Tailoring

DIFFERENTIATORS

- Diverse and multi-disciplined team with over 40 years of project management experience.
- Successfully averaging a 33% open rate for marketing campaigns, surpassing 20% national average.
- Strategically aligning our clients with audience to increase membership and/or sales by an average of 23.4%.
- Increasing monthly web traffic by an average of 410% by optimizing SEO and Google Adwords.
- Partnerships with universities to establish community-impactful mentorship program.

CODES AND CERTIFICATIONS

- FEIN: 83-1606825
- CAGE: 8DG90
- DUNS: 036568321
- DBE, MBE, WOSB Certified
- Primary NAICS: 541613 (Marketing Consulting Services)
- Secondary NAICS: 541910 (Marketing Research and Public Opinion Polling), 541870 (Advertising Material Distribution Services)

FEATURED CLIENTS

- CDC Federal Credit Union
- Freetown City Council
- Illinois Green Alliance
- Global Public Safety
- JailTracker
- Core Technology