



CAPABILITIES STATEMENT

CORE COMPETENCIES



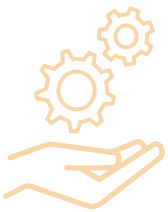
- » Marketing strategy – vision/mission & core values development
- » Focus groups, data collection & analysis
- » Consumer segmentation & demographic research
- » Diversity & company culture consulting
- » Digital marketing & website design

PAST PERFORMANCE



- » Fortune 500 companies (grocery & retail customer segmentation and merchandising)
- » Restaurant chains (human resources, diversity/inclusion, pricing, menu design)
- » Food marketing (celebrity social media influence, email marketing, digital advertising)
- » eCommerce (product promotion, website design)
- » IT Services (customer identification and segmentation, competitive analysis)

SERVICES OFFERED



- » Loyalty strategy & digital audience connection maps
- » Website & landing page development (digital lead funnel)
- » Consumer focus groups & surveys
- » Data research
- » Audience data analysis & consumer digital segmentation
- » Digital customer website journey mapping & audits
- » Social media content calendaring & creation
- » Logos & promotional materials design (printed & digital)
- » Graphic design
- » Diversity & sexual harassment trainings
- » Career & corporate communications coaching

DIFFERENTIATORS



S&S Insights is the only company that can take a business through audience, brand, and culture development and then promote that culture through digital brand marketing and employee development.

CERTIFICATIONS

SMALL BUSINESS ASSOCIATION

- WBENC
- DBE Disadvantaged Business
- WOSB Certified Woman Owned

FLORIDA

- MBE
- FL Office of Supplier Diversity
- Provisions 287 & 295.187
- Certified Woman Owned



CERTIFIED BY WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL



NAICS CODES

541613 Marketing Consulting Services

541611 Administrative Management and General Management Consulting Services

541430 Graphic Design Services

541870 Advertising Material Distribution Services

541910 Market Research & Public Opinion Polling

541612 Human Resources Consulting Services

519130 Internet Publishing and Broadcasting

611430 Professional Management & Development Training