



Address: P.O. Box 1347 Snellville, Georgia 30078
Phone: 678-390-2681 or 770-337-1995

Email: Natasha@ImpactBrandingConsulting.org
Website: www.ImpactBrandingConsulting.org

GENERAL CAPABILITY STATEMENT

ABOUT US:

Impact Branding Consulting, Inc is a Brand Development & Public Relations consulting firm specializing in brand recognition, public relations, strategic business development and training. Our services help companies identify their vulnerabilities and rapidly employ resolutions. IBC takes pride in positioning companies on the paths that are least resistant. Our services directly contribute to the improvement, enhancement and development of our clients.

COMPANY ID, LICENSES & CERTIFICATIONS:

- DUNS # **08036778**
- CAGE CODE: **7QAP0**
- ED-WOSB /WOSB
- SBE
- MBE

ABOUT THE CEO:

Ms. Natasha Davis is the founder and CEO of Impact Branding. Natasha brings 11 years experience in brand management, marketing strategy, business development, leadership training, team building, critical thinking and project management experience. Previously, Natasha provided crisis management support and process improvement in the Healthcare industry for over 15 years. Currently she successfully directs the strategic planning, business development, quality assurance and customer satisfaction of Impact Branding Consulting.

IMPACT BRANDING'S CORE PROJECT TEAM:

Ms. Antoinette McClendon, Operations & Marketing
Ms. Cynthia McQueenie, Regional Director of Operations
Ms. Maxayn Smothers, Creative Design Strategist
Ms. Kashima Peters, Meeting Management & Staffing

CORE CAPABILITIES/SERVICES:

Public Relations Consulting

- Advertisement Planning & Buying
- Media Recognition / Interviews
- Video Marketing / Visual Marketing
- Online / Social Media/Digital Marketing
- Content Development/ Strategy/ Press Releases
- Marketing Research & Entrance Strategy
- Reputation Management Strategy

Branding Strategy

- Brand Position /Equity Development
- Audit Readiness & Accreditation Acquisition
- Business Growth Strategy
- Talent Acquisition / Retention Strategy
- Risk Management / Contingency Planning
- Process & Performance Improvement
- Product / Service Expansion Strategy
- Customer Acquisition & Retention Strategy

Training & Development:

- Corporate Development & Training
- Leadership Development
- Executive & Leadership Team Coaching
- Cyber Security & Audit Readiness w/Mock Audits
- Customer Service/ Experience Improvement
- E-Learning, Webinars, Seminars & Conferences
- Keynote Speaker, Workshops & Retreats

OUR UNIQUE APPROACH:

- Brand O.N.E Discovery Assessment
- Profit Enhancer Analysis
- 5 Phase Project Success Strategy



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PROJECT HIGHLIGHTS

PR Project: Georgia Diabetes Coalition

Retained as the PR Strategist to assist with the effective marketing of the annual fundraiser

Goal: Successfully implement a cohesive and high attention getting marketing & media campaign that results in high registration

Results:

- Developed the media marketing campaign & Press Releases
- Assisted the Executive Director in Marketing Ideation
- Contributed to the 39% increase in event attendance

Branding Project: Owings Restaurant

Retained as the Branding Strategist for the locally owned restaurant

Goal: Improve Marketing efforts. Increase dine -in customers by 10% and the company annual revenue by 15% with an end goal to sell the business by mid-2013.

Results:

- Developed an online marketing campaign to drive Brand recognition
- Created Brand Equity & Increased customer engagement by 16%
- Increased daily revenue activity and annual revenue by 30%
- Decreased inventory expenses by 18% per month
- Restaurant sold in March of 2013 for 45% more than expected

Branding Project: The Wright Vision Foundation

Retained as the Executive Coach & Business Strategist to assist with the new non- profit Organization Structure & Launch

Goal: Successfully Launch the new non-profit organization with a solid business structure

Results:

- Developed the Advisory Board Selection Process
- Performed Business Plan analysis and improvement of the budgeting
- Implemented strategies that increased revenue by \$20,000
- PR Campaign that Increased Client Acquisition by 60% in 3 months

PARTIAL CLIENT LIST

- Georgia Diabetes Coalition
- North Atlantic Chiropractic Center
- Northeast Georgia Hospital System
- Georgia Nurses Association
- Dekalb County - Economic Development
- City Of Covington Access Television
- The Wright Vision Foundation
- Owings Restaurant
- The Social Hostess

NAICS CODES:

Primary:

541820 - Public Relations Consulting Services

Secondary Codes:

611430 Professional and Management Development Training

541720 Business Research and Development Services

541613 - Marketing Consulting Services

541910 Marketing Research and Public Opinion Polling

541840 Media Representatives

519130 Internet Publishing and Broadcasting and Web Search Portals

541618 Other Management Consulting Services

551114 Corporate, Subsidiary, and Regional Managing Offices

541611 Administrative Management and General Management Consulting Services

541614 Process, Logistics Distribution Consulting