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CAPABILITY STATEMENT

Impact Branding Consulting, Inc is a Brand Strategy 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.

GDOT – DBE | MBE

DUNS: 080367780

CAGE CODE: 7QAP0

SERVICES

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

Public Relations

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

DIFFERENTIATORS

Brand O.N.E Discovery Assessment

Profit Enhancer Analysis

5 Phase Project Success Model

Proactive Pivot Strategy

PAST PERFORMANCE

Georgia Nurses Association

Shiloh High School - Gwinnett County

Rockdale Chamber of Commerce

Northeast Georgia Hospital System

Premier Medical Careers

City of Covington Access Television

Sierra Nurse Consultants

NAICS CODES

541618

Other Management Consulting Services

541613

Marketing Consulting Services

541614

Process, Logistics Distribution Consulting

541611

Administrative Management and General Management Consulting Services

611430

Professional and Management Development Training

541820

Public Relations Consulting Services