

Capabilities Statement



WHO WE ARE

BBG&G Integrated Marketing

Founded in 1997, BBG&G is a full-service, digitally-savvy creative agency that thrives on client victories.

Our multicultural, multi-generational team brings unrivaled expertise and enthusiasm to crafting successful marketing solutions. Through the power of storytelling, we help our clients overcome challenges and accelerate growth.

While we represent clients from all sectors, we possess significant experience in B2C, B2B, tourism, technology, government, healthcare, banking, education, real estate, retail, and automotive.

Our services are available on a project, retained, or fractional basis.

Our Credentials

Certifications: Small Business, WBE, WOSB, DBE
NAICS Codes: 541810, 541820, 541613, 512110, 541511
SINS Codes: 541-1 and 541-2
DUNS #: 024365376

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Award-Winning



WHAT WE DO

Brand

Branding

- Positioning Strategy
- Corporate Identity
- Creative Design
- Market Research
- Key Messages
- Audience Personas

Website Management

- Design & Development
- Monitoring & Maintenance
- ADA Compliance
- Ecommerce
- SEO

Optimize

Content Marketing

- Blogs
- SEO
- Video
- Email Marketing
- Collateral & Downloadables

Social Media Management

- Strategy
- Content Development
- Graphic Design
- Video Development
- Monitoring & Engagement

Digital Marketing

- Programmatic
- Search Engine Marketing (SEM) & Paid Search
- Paid Social Media
- Connected TV & Over-the-Top (OTT)
- Geofencing & Retargeting

Advertising

- Design & Creative Production
- Media Buying & Planning
- Print
- Radio & TV
- Billboards & Out-of-Home

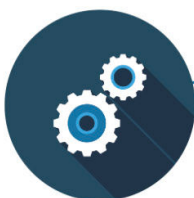
Convert

Lead Generation & Marketing Automation

- Buyer Personas
- Customer Journey
- Sales Pipeline & CRM
- Drip Campaigns & Workflows
- Custom Forms

HOW WE DO IT

By moving through this process we zero in on your needs, build a strategy that fits your objectives best, and leverage technology for innovation and success.



Intake



Ideation



Creation



Execution

