

Capabilities Statement

Planit Advertising, Inc.



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CAGE: 3UCR7

NAICS: 541810, 541820, 541430, 541511, 512110, 541613, 541910, 561920

DUNS Number: 96-246-5324

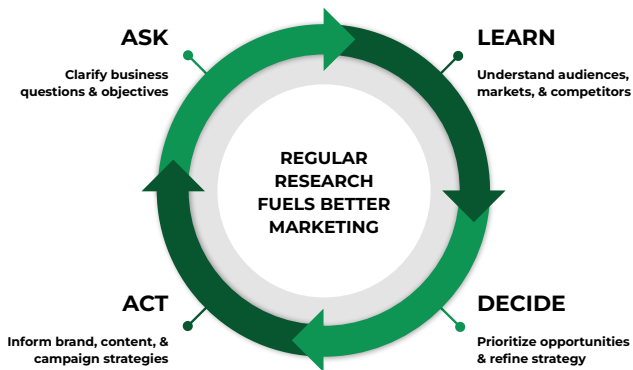
Agency Capabilities

Founded in 1995, Planit is one of the largest independent full-service agencies in Maryland. Our integrated talents run deep, allowing our team of 90+ experts the ability to tackle marketing challenges from multiple angles.

- Branding
- Content Strategy & Marketing
- Design & Copywriting
- Photography & Video Production
- E-Commerce & Retail Marketing
- Email Marketing
- Influencer Engagement
- Local, Regional & National Public Relations
- Traditional/Digital Media Planning & Buying
- Crisis Communications & Reputation Management
- Web Design & Development
- Search Engine Optimization
- Social Media Strategy & Management
- Results Reporting & Analysis

Marketing Research, Analysis & the Planit Advantage

We design custom research and analysis to answer critical marketing questions—then translate the findings directly into brand positioning, creative direction, media targeting, and measurable business results.



RESEARCH OUTCOMES

- Audience definition and segmentation
- Brand health & perception tracking
- Message, creative & experience optimization
- Category & competitor insights
- Go-to-market validation for new initiatives/products
- Performance analysis, insights, & custom dashboards

QUANTITATIVE & QUALITATIVE RESEARCH METHODOLOGIES

- Surveys
- In-depth interviews
- Focus groups
- Creative messaging A/B testing
- Digital ethnography / social media listening
- Usability testing

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