

# Capabilities Statement

## Planit Advertising, Inc.



**UEI:** SWJFCDYZLEZ1

**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



### Public Relations & the Planit Advantage

As communication experts, everything we create is intended to capture and hold your audience's attention and spark dialogue.

PR DISCOVERY > PLANNING >  
CONTENT DEVELOPMENT > DISTRIBUTION >  
REPORTING & ANALYSIS

We often go beyond conventional PR approaches, employing a dynamic mix of creative and strategic thinking by working alongside unique in-house specialists to help cut through and execute on a grand scale.

**2 TIME PRSA**  
Best PR Team in Maryland

**ADVERTISING AGE MAGAZINE**  
Small Agency of the Year

**AMERICA'S 30 BEST AGENCIES**  
to work for by AdAge magazine

**BALTIMORE SUN**  
Top Workplace

**7 TIME INC 5000**  
Fastest Growing Company

#### CONTACT US

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