

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

HIGH-LEVEL WEBSITE PROCESS	
DISCOVERY	EXECUTION
<ul style="list-style-type: none"> • Kick-off session • Competitive review • Research and planning • UX solutions • Analytics and tracking 	<ul style="list-style-type: none"> • UI design • Copywriting • Content production • Front-end development • Back-end development • Content migration <hr/> <ul style="list-style-type: none"> • QA Testing • Training • Launch

Web Marketing & the Planit Advantage

We have extensive experience deciphering the needs of your business, your brand, and its prospective users for optimal results.

- Responsive UX Design
- Content Strategy
- CMS Implementations
- Full Stack Development
- Search Engine Optimization
- Email Marketing
- E-Commerce
- Information Architecture
- Analytics
- Photo and Video Production
- Marketing Automation (CRM)
- Prototyping
- Quality Assurance
- Hosting

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