

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

OUR APPROACH

Needs Assessment & Analysis: Stakeholder interviews, competitive scans, SWOT analyses, and audience research to clarify program objectives, compliance considerations, and desired public outcomes

Strategic Planning: Development of marketing plans, promotional strategies, measurable goals, and guidance that aligns with federal communications standards, Section 508 accessibility requirements, and relevant agency policies

Program Design & Implementation Support: Creation of marketing roadmaps, messaging frameworks, channel strategies, and schedules that guide controlled information dissemination across digital, print, event-based, and earned-media environments

Marketing Consulting Services & the Planit Advantage

We provide integrated marketing and promotions consulting services that help define clear objectives, plan effective information-dissemination activities, and execute multi-channel communications to support mission goals. We apply a structured methodology to develop marketing policies, forecasting models, and strategic plans tailored to federal requirements.

CORE METHODOLOGIES & DELIVERABLES

- Market / audience analyses
- Communications plans, promotional strategies, and media relations guidance
- Multi-media campaign development, including content frameworks and asset specifications
- Performance measurement plans, reporting dashboards, and analysis
- Section 508-compliant materials and digital accessibility guidance

SUPPORT FOR CHALLENGES, COMPETITIONS, AND CONTESTS

- Outreach and campaign development to increase participation
- Program design support (criteria development, application guidance, event planning)
- Information-dissemination activities, participant communications, and stakeholder coordination Creative messaging A/B testing
- Support for review, evaluation, and documentation of results

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