

Micro-purchasing Capabilities

Planit Advertising, Inc.



Agile. Strategic. Purposeful.

Planit Advertising, Inc. is a full-service marketing agency adept at delivering highly effective communications and marketing solutions to time-sensitive challenges requiring a rapid project kickoff and turnaround. Our multidisciplinary experts bring senior-level proficiency to projects of varying size and complexity across strategy, creative, digital, media, and public outreach.

Integrated capabilities are delivered through a single partner to efficiently support government and public engagement initiatives, and we approach every engagement with a structured, strategic mindset. Backed by more than 30 years of experience, we quickly align with regulatory and organizational requirements while delivering clear, effective communications that meet compliance standards, engage diverse audiences, and drive measurable outcomes.

Company Credentials

MAS Contract Number:
47QRAA26D002E

UEI:
SWJFCDYZLEZ1

CAGE:
3UCR7

DUNS Number:
96-246-5324

Part of a greater array of offerings, these marketing services are ready to deploy and sized for fast, flexible micro-purchases.

541810: Advertising Services

- Campaign Performance Audit
- Seasonal Campaign Refresh
- Digital Ad Creative Package (display, social, banners)

541820: Public Relations Services

- Press Release Development & Media Distribution
- Event Publicity Support
- Media Kit Development

541430: Graphic Design Services

- Logo Design & Development
- Brochure, One-Sheet, Poster, or Infographic Design
- Brand Style Guide or Visual Standards Update
- PowerPoint or Presentation Deck Template

541511: Web-Based Marketing

- Landing Page Design & Development
- CMS Content Updates
- EO Audit & Optimization
- ADA/Section 508 Accessibility Audit

512110: Video & Film Production

- Half-Day Headshot Shoot
- Drone Footage Capture (where applicable)
- Video Editing of Existing Footage

541613: Marketing Consulting Services

- Marketing Plan Development
- Brand Messaging Framework
- Customer Journey Mapping
- Marketing Plan Assessment & Audit

541910: Marketing Research & Analysis

- Competitive Landscape Assessment
- Brand Perception Survey
- Audience Segmentation Analysis
- Messaging Effectiveness Assessment

561920: Conference, Meeting & Event Planning

- On-Site Promotional Materials
- Event Communications Plan
- Trade Show Booth Graphics & Messaging
- Event Promotional Toolkit

Past Experience



SourceAmerica



Awards & Certifications

AdAge

Small Agency
of the Year

Inc.

5000 Fastest
Growing Companies



Regional Award
Winner

PRSA

5 Best in
Maryland Awards



25+ National
Addys

CLIO
AWARDS

Regional Award
Winner

Contact Us

Brenda Showell
bshowell@planitagency.com
(443) 742-1483

1414 Key Highway, Suite 100
Baltimore, MD 21230



planitagency.com/GSA-schedule