

CAPABILITIES STATEMENT

Corporate Overview

Marstrats, LLC, is a woman-owned marketing consulting firm specializing in government contracts. Members of the Marstrats team average 20 years of experience in developing creative solutions to help client partners successfully meet their communications objectives. Our analytical process – The Marstrats Method™ – produces data-driven, metrics-proven strategies, based on primary/secondary research that acts as a guide in developing innovative, marketable solutions that deliver results.

Entities in virtually every area of government service – including defense, security, support, healthcare and education – have benefitted from a partnership with Marstrats.

The Portfolio of Marstrats Services Includes:

Strategy Development / Implimentation

- » Brand Positioning / Review / Development / Implementation
- » Media Planning & Buying (Offline/Online)
- » Program / project management and implementation
- » Program/Project Management
- » Budget Development & Management
- » Annual Marketing Plans
- » Public Relations

Client Portfolio

- » U.S. Army Reserve Medical Corps.
- » Department of Veterans Affairs
- » Truman State University
- » Edward Jones
- » Panera Bread
- » The Macy's Department Stores
- » Hardee's
- » North Carolina Department of Public Instruction
- » Dept. of Veteran's Affairs



Creative Execution

- » Web-based solutions: Website Development & Management (Design, Content, SEO, SEM), eLearning & Videos
- » Mobile Marketing
- » Social Media Planning & Implementation
- » Audio/Video Production
- » Direct Marketing
- » Advertising (Print, Broadcast & Digital)

Business Analysis

- » Target Markets
- » Segmentation Market Research
- » Competitive Analysis
- » Primary/Secondary Research
- » Analytics, Metrics, ROI

Company Data

- » Size of Business: Small Business
- » Type of Business: Economically Disadvantaged Woman Owned Business (EDWOSB)
- » Tax ID Number: 27-2911800
- » DUNS Number: 963319830
- » CAGE Code: 62QK0
- » Product Service Code: R

Certifications

- » SBA Woman Owned Small Business

NAICS Codes

- » 511199 – All Other Publishers
- » 512110 – Motion Picture and Video Production
- » 512191 – Teleproduction and Other Postproduction Services
- » 515111 – Radio Networks
- » 541511 – Custom Computer Programming Services
- » 541519 – Other Computer Related Services
- » 541611 – Administrative Management and General Management Consulting Services
- » 541612 – Human Resources Consulting Services
- » 541613 – Marketing Consulting Services
- » 541810 – Advertising Agencies
- » 541820 – Public Relations Agencies
- » 541830 – Media Buying Agencies
- » 541850 – Display Advertising
- » 541860 – Direct Mail Advertising
- » 541890 – Other Services Related to Advertising
- » 541910 – Marketing Research and Public Opinion Polling
- » 561311 – Employment Placement Agencies
- » 561312 – Executive Search Services
- » 561330 – Professional Employer Organizations
- » 611420 – Computer Training
- » 611430 – Professional and Management Development Training
- » 611710 – Educational Support Services

Connie Risby, Owner/CEO
314-440-5930
connie@marstrats.com

Marstrats
6900 Delmar Blvd.
St. Louis, MO 63130