



Effective marketing tells the right story. Frasier Consulting is a boutique marketing firm that supports organizations through brand marketing, content development and management as well as developing marketing materials. As an independent branding and content marketing specialist, the owner of Frasier Consulting supports government agencies by planning, implementing and managing branding and content strategies with the goal of informing and educating target audiences. Frasier Consulting is ready to provide your organization with a unique marketing solution!

CORE COMPETENCIES

Content Creation

- Write **original content** with the intent of informing, educating or inspiring readers to call to action
- Provide writing services to include: **technical writing, blog writing, search engine optimization (SEO)**
- Develop print and digital **marketing materials** including: advertisements, brochures, catalogs, newsletters, flyers, fact sheets, blog posts, email campaigns, reports, handbooks, technical papers, user manuals, charts, diagrams, infographics, and more

Graphic Design

- Develop **custom graphics** such as charts, infographics, digital advertisements, blog graphics and more
- **Revise existing graphics** and charts used for marketing or education purposes

Brand Marketing

- Develop **branding materials** such as logos, color palettes, letterhead templates, slide deck templates, email signatures, business cards, and more
- Design websites that **elevate user experience** and **brand identity**

Content Management and Optimization

- Develop and implement a **content management strategy**
- **Publish new web content** as needed
- Routinely **update marketing materials** as need
- **Improving existing content** with SEO best practices to ensure that the client's website **ranks for relevant keywords** and related searches
- Manage website **hosting** and be the main point of contact for website management

DIFFERENTIATORS

- Cleared Personnel holding an active **Top Secret/SCI with Polygraph**
- Over a decade of experience serving federal clients including the **Intelligence Community** and **Department of Agriculture**
- Implemented a **content marketing strategy** for an enterprise knowledge management initiative
- Developed digital marketing material for a complex **enterprise risk management** framework initiative and developed an agency-wide **risk management scoring tool**
- Developed and implemented an enterprise **user experience (UX) framework for digital products**

COMPANY INFORMATION

Designations: Woman-Owned Small Business (WOSB), Minority-Owned

CAGE: 948T1

DUNS: 074126938

UEI: DAVMWBMDVG77

NAICS Codes:

541611 - Administrative Management & General Management Services

541512 - Computer Systems Design Services

541613 - Marketing Consulting Services

541618 - Other Management Consulting Services

541430 - Graphic Design Services

ACCEPTS CREDIT & PURCHASE CARDS



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