



# Capability Statement

317.834.6560 | jarbomarketing.com

Founded in 1999, Jarbo is a marketing solutions provider located in central Indiana. Our brand storytellers are well-versed in providing complete branding/marketing solutions, as well as working as part of an integrated marketing team.

We are comfortable taking the lead to develop a new marketing strategy, or working to execute, measure, and refine a portion of an existing plan.

## Proven Relationships

"Every brand/marketing company talks about partnership. They all promise to collaborate, to understand your needs, to support your needs, to support your strategies, to keep within your budget, blah, blah, blah. Jarbo promises all this too, so how are they different? They actually do it.

Jarbo possesses vast knowledge of the data side of marketing and deep expertise on the strategic side. Their experience makes them an excellent complement to our in-house marketing team. They are creative, fun to work with, and possess limitless patience. Over some 5 years, I've seen them work effectively as part of an in-house workgroup, and I've seen them successfully go it alone with very little guidance after an initial briefing. In short, they provide great results without drama. I recommend Jarbo without reservation."

– Dave Weaver, Business Director – Cook Medical Korea  
(812) 339-2235

"We have worked with multiple website developers in the past, but until we started working with Zac, Brad, and the Jarbo All-star team, we didn't realize the full potential of what a true website could do to benefit our company. Streamlining the ordering process for our customers, increasing amount and size of the orders being received, cost-savings of administrative work, increased product exposure, and ability to evolve with our market, are just of a few of the benefits we have enjoyed from using Jarbo. Thank you to Jarbo for making us a stronger company!"

– Steve Zehring, Vice President – Holscher Products, Inc.  
(800) 796-4584

### Certifications

- Veteran Owned Small Business (VOSB)
- Indiana Veteran Business Enterprise (IVBE)
- Indianapolis Veteran-Owned Business Enterprise System for Award Management (SAM.gov)
- Small Business Association (SBA)

### Associations

- Buy Indiana
- National Veteran-Owned Business Association (NaVOBA)
- Veteran and Military Business Owners Association (VAMBOA)

### Identification

- CAGE: 72UD8
- DUNS: 602647492

### NAICS Codes

- 425110 - B2B Electronic Markets
- 541430 - Graphic Design services
- 541511 - Custom Computer Programming
- 541613 - Marketing Consulting Services
- 541810 - Advertising Agencies
- 541860 - Direct Mail Advertising
- 541870 - Advertising Material Services
- 541890 - Other Services in Advertising

### Planning

- Brand/Marketing Audits
- CMS Implementation
- Corporate Brand Consulting
- Customer Persona/Journey
- Direct Marketing & Awareness
- Email-based Marketing
- Interactive/App Deployment
- Marketing Budget Optimization
- Marketing Consulting
- Media Plans & Purchasing
- Position and Brand Planning
- Product Launch
- Social Media Strategy
- Survey Methodology
- Target Markets/Segmentation

### Creative

- Advertisements
- Annual Reports
- Brand Identity & Logos
- Brochures & Sales Collateral
- Catalogs
- Direct Mail & Postcards
- E-marketing
- Event Displays & Materials
- Marketing Campaigns
- Media Kits
- Newsletters & Publications
- Presentations & Videos
- Product Identity
- Television & Radio
- Tradeshow Displays & Materials
- Training Materials

### Web/Interactive/Social

- App Interface/UX Design
- CMS Development
- E-Commerce/Online Catalogs
- Interactive Sales Tools
- iOS Application Development
- Microsite Design
- Mobile Web/App Development
- Multimedia Presentations
- Online Event Registries
- Programming
- Social Media Integration
- Social Media Strategy/Execution
- Tradeshow/Lobby Animations
- Web Application Development
- Web Design & Development
- Web Hosting

### Measurement

- Customer Satisfaction Surveys
- Focus Groups
- Personal Interviews
- Post-campaign Reporting
- Pre- & Post-campaign Research
- Real-time Online Reporting
- Response Tracking
- Website/Social Analytics

Jarbo is a Service Disabled Veteran-Owned Small Business (SDVOSB)