

# Zoe Marketing & Communications

## Capability Statement



### Core Competencies

#### Digital Marketing | Custom Publishing | Content Marketing

- Strategizes and manages digital programmatic campaigns
- Executes Search Engine Marketing
- Facilitates Search Engine Optimization
- Strategizes and develops email marketing campaigns
- Manages social media
- Develops original brochures, magazines and guides
- Creates innovative branding and design services

### Differentiators

#### Digital and Content Marketing

- 15+ years of experience in marketing content creation, from idea to execution
- Data-driven proven results
- Experts in marketing to the female demographic
- Experienced team of on-staff content creators
- Custom solutions created and executed in-house

#### Custom Publishing

- 35 years of award-winning publishing, branding and storytelling experience

### Company Snapshot

**CAGE CODE:** 8YDV9

**UEI:** 117648614

Government Business POC:

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### Socio-Economic



We Accept Credit and Purchase Cards

### NAICS Codes

541613	541820
513120	513130
541840	711510

### Past Performance

