

MARLEY NONAMI

Capabilities Statement

STRATEGY AND RESEARCH SERVICES

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About Us

Marley Nonami Inc. was founded in 2017. Our team is bringing 50+ years of private sector experience and thinking to government agencies. Founder Bethanie Nonami is the published author of "Discovered: Dominate Online and Voice Search Without Wasting Time or Money."

NAICS Codes

541511 - Computer Programming Services
541611 - General Consulting Services
541613 - Marketing Consulting Services
541910 - Marketing Research and Public Polling
519130 - Internet Publishing, Broadcasting and Web Search Portals

EIN: 82-1884439

DUNS NUMBER: 08-077-7414

DATE FOUNDED: April 2017

TYPE OF BUSINESS: S-Corp

CERTIFICATIONS: DBE, SBE, MBE, WBE



Core Competencies

Marley Nonami Incorporated enhances citizens' experience and satisfaction with government agencies. Our proven methodology, "Pillars of Influence," makes government agencies more visible, valuable, and influential in servicing internal and external customers.

- Strategic Planning
- Market Research
- Audience Segmentation
- Marketing Attribution, Data, and Analytics
- Customer Experience (CX) Programs
- Marketing Automation and Personalization
- Conversational Marketing and Voice Experiences (Alexa, Google)
- Website Design and Graphic Design
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media
- Branding



Past Performance

Service: Market and competitive research and digital strategy for a multi-national company struggling in the US market.

Results: Company used insight and strategy to increase sales from \$3M to over \$16M in two years.

Service: Conducted voice-of-customer research and developed a strategy to improve engagement and increase the value of service offerings.

Results: Decreased overhead by \$250K and increased sales by \$500k. A net win of almost a million dollars in eight months.

Service: Provided a current state analysis, market and online research. Launched website with new creative, copy, and Google focused elements.

Results: Traffic increased by 4X. Conversion rate increased to 40% from 12%. One hundred percent of leads were from digital presence.



Differentiators

- Specialize in result-based marketing strategies for small teams.
- Experts in increasing agencies productivity and reducing cost with process and automation.
- We make technology easy.