

MARLEY NONAMI



Bethanie Nonami

+1 (813) 842-9222

Bethanie@marleynonami.com

MarleyNonami.com

3201 W Hillsborough Ave
#152165
Tampa, FL 33614

About Us

Our team brings nearly 30 years of private sector experience and thinking to organizations and 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: 2013

TYPE OF BUSINESS: S-Corp

CERTIFICATIONS: DBE, SBE, MBE, WBE

Capabilities Statement

STRATEGY, INNOVATION, AND
TRANSFORMATIVE EXPERIENCES



Core Competencies

Marley Nonami Incorporated enhances the customer's experience and satisfaction with innovative thinking and emerging technologies. Our proven methodology, "Pillars of Influence," makes organizations more visible, valuable, and influential to their customers and communities.

- Strategic Planning and Future-Focused Technology Solutions
- Innovative Design, Thinking, and Mentorship
- Emerging Technology Advocate
- Customer Experience (CX) Programs
- Strategies for Digital Marketing, Social Media, and Online Presence
- ADA Website Compliance
- Conversational Marketing, Chatbots, & Voice Experiences (Alexa, Google)
- Mobile Web & App Development
- Website Design, Integration, and Automation
- Search Engine Optimization (SEO), Structured Data, and Schema
- Market Research, Validation, and Experimentation
- Marketing Attribution, Data, Analytics, and Insight
- Marketing Automation and Personalization



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 productivity and reducing cost with process and automation.
- We use technology to solve business problems and make life easier.