



At BoBella LLC, we provide businesses and organizations with customized branding solutions and targeted marketing campaigns. We help clients build brand awareness, establish a positive brand reputation, and increase engagement.

## ABOUT US

Founded in 2014, BoBella LLC is a boutique marketing agency that provides branding and marketing solutions to help firms and organizations engage with their target audiences. BoBella is a women-owned small business located in North Bethesda, MD.

## NAICS CODES

- 541613** Marketing Consulting Services
- 541430** Graphic Design Services
- 541511** Computer Programming Services
- 541810** Advertising Agencies
- 541990** Professional and Technical Services

## OUR CREDENTIALS

### COMPANY INFO:

DUNS Number: **081080697**  
MD Business Number: **W16083396**  
CAGE Code: **82ZJ1**

### CERTIFICATIONS:

Economically Disadvantaged Women Owned Small Business (**EDWOSB**)  
MD Small Business Reserve (**SBR**)  
MDOT - (**MBE/DBE**)

## CORE COMPETENCIES

- Our team is committed to making project delivery as smooth as possible, leaving you with more time to do what you do best
- We believe in seeking out positive opportunities that give back to the community
- We value entrepreneurship, growth, and partnership: the driving forces behind strategies that work
- Our team has extensive experience in creative design, brand strategy, event execution, digital marketing, and print solutions

## OUR CAPABILITIES



### STRATEGY

Brand Strategy, Marketing Strategy, Market Research Audience Personas, Content Strategy, Naming, Taglines



### IDENTITY

Brand Standards Guides, Mood Boards, Color Palettes, Typography, Logos, Identity Suites, Iconography



### DESIGN

Websites & Mobile, Marketing Collateral, Presentations, Packaging, Signage, Sales Sheets, Graphic Design

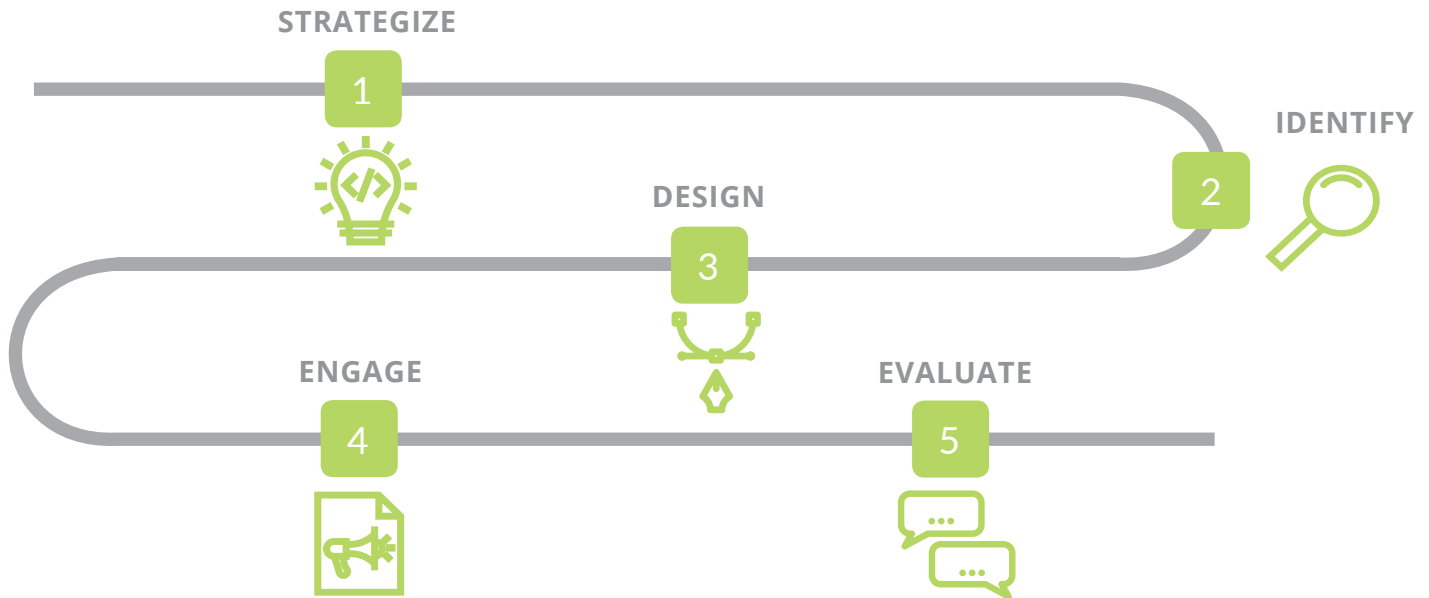


### ENGAGE

Email Marketing, PPC / AdWords, SEO, Social Media, Direct Mail, Events & Experiences

# OUR APPROACH

We help companies and organizations build beautiful brands through a unique process that sets us apart from our competitors: **Strategize, Identify, Design, Engage, and Evaluate**



WITH A FOCUS ON BRAND VALUE, WE ENSURE A COLLABORATIVE RELATIONSHIP AND PROMISE TO CUSTOMIZE YOUR SOLUTIONS

## STRATEGIZE

Your businesses success depends on your ability to reach customers and influence them to use you over the competitor. However, you must ensure that you are targeting the right audience in the most effective way. BoBella assists you with developing successful brand, content, and marketing strategies.

## DESIGN

Creative design allows you to communicate your brand message in a visual way, so that the market understands your goals and competencies. At BoBella, we understand the psychological implications of design, and use our expertise to create marketing materials, product packaging, and websites that will attract your target audience.

## EVALUATE

We take a data driven approach and evaluate the data and metrics achieved on marketing activities. We encourage a circular feedback loop with clients. We are continuously refining our process to ensure best in practice results. We provide you with lessons learned and key learnings to ensure the best path forward.

## IDENTIFY

Consistency is key in cultivating a loyal customer base. Your clients want know that they will always receive the same quality of work. Consistency should be reflected in everything you do - especially in presenting your brand. BoBella helps you establish mood boards and brand style guides.

## ENGAGE

The first step to customer engagement is initiating communication. To reach your target audience, BoBella works with you to determine the most effective methods of communication, and guides your development within those platforms. We specialize in experiences and events, PPC marketing, email marketing, direct mail, and social media.