

Capabilities Statement

Connection Group
branding * design * marketing



Connie Sweet
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Core Competencies:

Connection Group is a Michigan based design and marketing firm specializing in integrative marketing solutions for small businesses and corporations throughout Michigan and the United States.

- creative - graphic design services
- custom logo and brand design
- publication design and printing - magazines, news
- printing - offset sheet and web press, bindery, effects
- postcard publishers and printers
- design and printing of books, pamphlets, brochures, travel guide publishers
- digital design, illustrations, cartoons
- web (Internet) page design and development services
- Wordpress web development and hosting
- website maintenance
- blog writing and distribution
- marketing materials - design, copy writing, printing
- brand marketing and marketing consultations

Differentiators:

- One stop shop for all branding and marketing services
- 96% of customers cite personalized service as key reasons for choosing us as their preferred agency.
- Increase client website visits over 160% in 2 years
- Increase existing Twitter and Pinterest profile with target audience engagement by 1020% in 2 months time

Past Performance:

Publishing: Magazine design, printing, advertising, mailing, print, and brand marketing. Michigan Optometric Association, Cindy Schnetzler 517-517 482-0616

Non-Profit & Event Branding: WISE - brand visuals, logo, website, community calendar, e-mail announcements, digital media, social media, copy writing, and print marketing materials. WISE Floriza Genautis 616-855-6531

Organization Branding: Charlotte Chamber of Commerce logo design, website design, digital app, brand awareness campaign, marketing, Amanda Lipsey 517-543-0400.

Corporate Branding /Marketing: NxtWall Manufacturing Company - Print marketing services, corporate brochures, sales sheets, internet marketing, blog writing, website SEO, social media management. Chris Palinski (269) 488-2752.

Please view samples and testimonials on our website.

Company Data:

DUNS: 114209799

CAGE: 7FFG3

NAICS:

541430, 541511, 541613, 518210, 541511, 323111, 323120, 323120, 511191, 511199, 561410, 519130

PSC:

T001, T011, T099

Federal Supply Codes:

FSC 7610 7630 7650 7690

Key Personnel:

Connie Sweet: CEO / Director

Education / Experience:

Over 30 years experience in graphic design, marketing, publications, web and print design. Graduate of Kendall College of Art and Design in Graphic Design (BFA), and E-Marketing Degree from Lansing Community College.

Awards / Recognitions:

Recipient of many gallery of superb printing awards for graphic design and publication design and printing. Best of Category from National Federation of Gallery of Superb Printing for catalog design and printing.

Memberships / Affiliations:

AMA, WISE Women in Successful Enterprises, Charlotte Chamber of Commerce

 Connection Group, Inc.

Headquarters:

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www.connectiongroup.net