

Capability Statement



CORE SERVICES

Marketing Communications | Public Relations
 Outreach & Engagement | Diversity & Inclusion
 Special Events

Since 2002, Bascom & Adams Business Solutions, LLC has provided marketing services throughout central Ohio and Michigan. Our team:

- Delivers clear, concise methods to get you from where you are today, to where you need to be tomorrow.
- Collaborates with organizations in a wide range of sizes, fields and industries
- Offers innovative, forward leaning solutions to help expand our client's marketing footprint

We take a strategic approach to helping our clients identify and meet their objectives. In addition, we combine marketing communications' core concepts with public relations' tools and branding's best practices to reach your most important stakeholders.

What makes Bascom & Adams uniquely different from other marketing firms is that we tap into a wide range of services to optimally support your company, your mission, and your team. For more information about our services please contact us at (614) 324-3355.

ORGANIZATIONS WE'VE SUPPORTED

Franklin County (various agencies)

- **Children Services** – Developed marketing plan for marketing department and outreach divisions.
- **Central Ohio Community Investment Corp. ~ Franklin County Land Bank** – Coordinated and implemented community outreach and media efforts for Madison Township's building demolition.

State of Ohio (various agencies)

- **SBA / SBDC** – Event coordinator for annual matchmaker event.
- **Department of Education** – Created curriculum, developed training manuals, PowerPoint presentation, and trained fiscal services managers on train-the-trainer methods.

Private Industry

- **Marysville Honda** – Conducted a Participatory Action Research project.
- **Kokosing Construction Company, Inc.** – Served as diversity and inclusion consultant on ODOT I-71/670 construction project.

City of Columbus (various departments)

- **Equal Business Opportunity** – Developed and facilitated multiple marketing workshops for staff and diverse business-owners.
- **Department of Public Utilities** – Developed and implemented suppliers' diversity and inclusion program, conducted focus group research for diverse small businesses.
- **Department of Public Safety** – Developed a branding and marketing plan for police and fire combined recruiting campaign.

VENDOR INFORMATION

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Bascom & Adams Marketing Communications Consultants

“Our goal is to help you *reach* yours!”



SERVICES AVAILABLE

▪ MARKETING COMMUNICATIONS

The goal of a great marketing communications plan is to share information with those most important to your organization's success.

▪ PUBLIC RELATIONS

We utilize public relations tools to build relationships and manage the flow of information to your crucial audiences – externally between you and your stakeholders and internally between the organization and its staff.

▪ OUTREACH and ENGAGEMENT

Community engagement enables you to add credibility to your message by engaging those whose voices are respected and listened to by those you need to build relationships with or strengthen.

▪ DIVERSITY & INCLUSION (D&I)

We know that to create sustainable change, diversity and inclusion must be integrated into a business' infrastructure, managerial capability, as well as employee and vendor experience. We take a strategic approach to helping our clients identify and meet their diversity and inclusion objectives.

▪ SPECIAL EVENTS

Our team has more than 25 years of event planning experience. We provide strategic planning and creative delivery of meetings and events in corporate, insurance, academic, non-profit and government agencies.

MARKETING COMMUNICATIONS THAT WORK FOR YOUR BUSINESS

Telling your company's story is essential to its long-term success.

Our agency has worked with organizations in a wide range of fields and industries.

We offer innovative, forward leaning solutions to help expand your marketing footprint.

Our team provides clear, detailed avenues to get you from where you are today, to where you need to be in the future.

Whether your objectives are to increase sales, strengthen customer loyalty, build your brand, or enhance your public image, we produce results.

Allow us to help impact your world and develop, spread and manage your message.

Together, we'll help develop messaging, strategy and avenues for the audiences most important to your success.

Bascom & Adams' Marketing Communications Consultants also provide staff and vendor development and coaching sessions, in addition to professional speakers.