# Wesbro Communications Empowering Voices, Elevating Brands

# CAPABILITY STATEMENT

We are masters of our craft, always learning and adapting to technology and change. Our commitment to quality services, creative partnerships and concierge customer care keeps our clients coming back.

## What Sets Us Apart:

- **Minority-owned company:** As a Black- and veteran-owned minority-certified firm in Arkansas, we are committed to excellence and innovation in marketing services. We help organizations build their brands, increase public awareness, change behaviors, and engage diverse audiences.
- **Creative Collective Approach:** Our unique "creative collective" allows us to quickly unite minority entrepreneurs and contractors for key business opportunities, RFPs, and partnerships.
- **Veteran Leadership:** Led by a CEO with over 40 years of experience in corporate communications and recognized as one of Arkansas' top public policy journalists and media publishers, Wesbro Communications offers unparalleled media and communications and business consulting expertise.

#### **Core Capabilities**

- 1. Business Communications Consulting:
  - Marketing Strategy & Planning
  - Brand Development
  - Marketing Technical Services Consulting
  - Executive Media Training
  - o Crisis Communication & Start-up Legal Services

#### 2. Digital Marketing Services:

- Web Development Services
- o Social Media Management & Influencer Marketing
- Digital and SEO Analytics
- Email & Content Marketing
- Online Marketing & Advertising

## 3. Media and Public Relations Strategy:

- Media & P.R. Outreach
- Media Training & Press Release Development
- Media Monitoring & Research
- Trade Show and Event Management

#### **Certifications & Recognition**

- State of Arkansas: Certified Minority and Women-Owned Business Enterprise (MWOBE)
- Arkansas Freedom of Information Task Force: Board Member
- National Inventor's Hall of Fame: Board Member
- First Place, 2024 American Society of Journalist and Authors; Social Change category

### **Key Clients & Partners:**

- **Government**: U.S. Center for Disease Control (subcontractor), U.S. Small Business Administration (subcontractor), and Arkansas Department of Health
- Non-Government: Remix Ideas, Winrock Foundation, Aerojet Rocketdyne (L3 Harris Technology Corp.), Winrock International, Southern Bancorp – MBEF, Arkansas Employment Career Center, SimmCo Strategies, Shiloh Excel Christian School and Jacksson David LLC

#### **NAICS Codes:**

- 541613: Marketing Consulting Services
- 541611: Business Start-up Consulting Services
- 541820: Public Relations Services
- 541830: Media Buying Services
- 541840: Media Representatives
- 541690: Other Scientific and Technical Consulting Services
- 541910: Marketing Research and Public Opinion Polling
- 541199: Patent Agent and Paralegal Services
- 513120: Trade Magazine and Periodical Publishers

#### **General Information:**

- Registered Company Name: Wesbro Communications LLC
- DBA: Wesbro Communications
- Year Incorporated: Jan. 15, 2008
- State of Incorporation: Arkansas
- Corporation Type: Limited Liability Corp.
- D-U-N-S Number: 26-3799-423
- CAGE Code: 59H76

For more information on how Wesbro Communications LLC can transform your business communication strategies, please contact us today.

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