



Q2 Marketing Group

Accelerating Your Business Growth

q2marketinggroup.com

844.258.3422 ext 10

Accelerated Growth



Targeted Messaging



Rebrand/Refresh



Design



CAPABILITIES

Q2 Marketing Group is about accelerating the growth of its clients. We provide support and support tools designed to make reaching, capturing and retaining customers and partners the priority. Our services include:

- Targeted campaigns and events (emphasis on senior citizens, diverse communities, small businesses)
- Messaging (both using traditional marketing tools and social media solutions)
- Copy writing and background support
- Graphic design
- Branding and rebranding/image refresh
- Print solutions (sustainable, short-run and large format solutions, as well as larger billing/invoicing, mailing and direct mail solutions)
- Business development
- Marketing project management

DIFFERENTIATORS

Q2 Marketing Group solutions fall between a full-service ad agency and a marketing consulting group. We love people and our work speaks to those people we understand, build relationships with and support.

- **Not just advice – but action** – Unlike a pure consulting group, we take the extra step of participating in making the solution work.
- **Expertise in reaching select targeted groups** – We have strong ties and results in working with diverse communities, senior citizens, small business and women
- **We take it personal** – We are strong on long-term relationships and win-win solutions for our clients and their customers. It's more than talk...it's family.

PAST PERFORMANCE

A. TARGETED OUTREACH – *Provided Minority Business Outreach events and support in Mississippi as Toyota searched for suppliers to assist in the building of their plant near Tupelo, MS.*

Toyota Engineering & Manufacturing North America (TEMA), Adrienne Trimble, Director of Corporate Diversity, adrienne.trimble@tema.toyota.com

B. MARKETING PROJECT MANAGEMENT – *Provided marketing, ads design and placement, website design and maintenance, script, and judging methodology and oversight for the introduction of a new Strategic HR Excellence Awards program in DFW Metroplex honoring top HR leaders for their strategic direction and leadership.*

DFW International Airport, Linda Valdez-Thompson, Executive Vice President of Administration and Diversity, and Pursuit of Excellence, Marie Diaz, CEO, mdiaz@poehr.com

C. DESIGN & REBRANDING – *Provided rebranding and refreshing of marketing materials to tie the \$250 million M/WBE four companies together in the marketplace*

Argent Associates Inc., Betty Manetta, CEO bmanetta@argentassociates.com

D. DESIGN – *Designed a booklet/brochure to provide airport personnel with a calendar of events and activities for the on-campus wellness and fitness center open to all employees.*

DFW International Airport LiveWell Center – Amanda-Rae Garcia, Health Risk Manager, amgracia@dfwairport.com

COMPANY INFO

Q2 Marketing Group

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CONTACT

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NAICS CODES

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CERTIFICATIONS

MBE (D/FW MSDC/NMSDC)

WBE (WBCS/WBENC)

SBE (D/FW MSDC)

HUB (State of Texas)

