

# Capabilities Statement

JBMedia

## About JBMedia

JBMedia is a marketing service provider firm based in Atlanta. Our strategies help clients manage marketing task focused on lead generation and lead/existing client nurturing programs. Our campaigns have consisted of email marketing, social media management, media relations, graphic design/advertising and civic engagement

Unique in its offering, the company also provides custom publishing services to companies seeking to outsource the design, content preparation, and distribution management of communications material suitable for both digital media and print-based platforms. Our clients include the Lilburn Community Improvement District, City of Norcross, Touchmark National Bank, and Suntrust Bank.

## Firm Experience

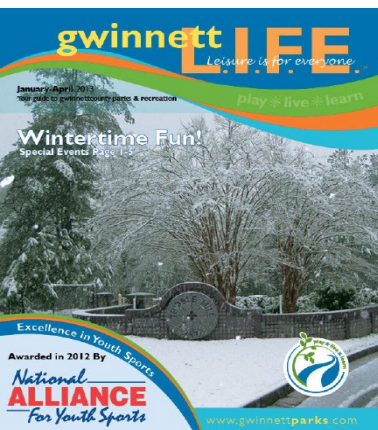
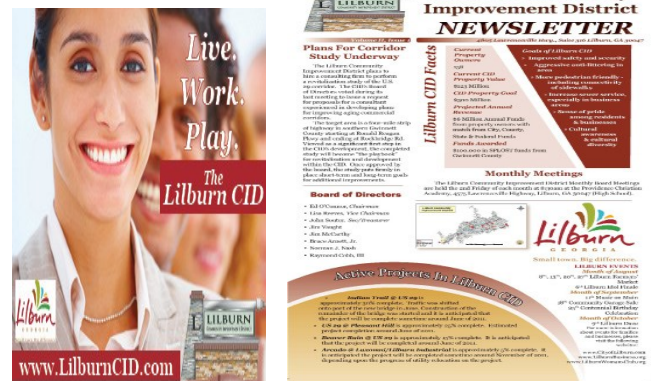
### Touchmark National Bank — (Email Marketing)

A de novo bank, we filled the role of marketing staff prior to internal staff being hired. We designed, wrote and managed all email marketing efforts. We also designed ads for general media, advised on community outreach activities and performed PR activities such as press release and feature story development and media relations, including senior management introduction to key media



### Lilburn Community Improvement District — (Logo Development/Collateral Material)

We serve as a PR & marketing advisor to the organization. During the last year we created a logo and redesigned the quarterly newsletter. Additionally, we are responsible for preparing all copy for the newsletter and managing the print and distribution process. When it was time for digital media, we created ads placed in targeted media outlets.



### Custom Publishing — (Graphic Design & Layout/ Editing/ Management Print Process)

Located just Northeast of Atlanta, Gwinnett County features an award winning park system. Gwinnett Life Magazine showcases the area's year-round and seasonal activities such as recreation classes, special events, art classes, summer day camps, swimming pools, tennis courts, sports fields, and its views of

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