



WEDGEWOOD GROUP

Strategic Marketing

We make complex, simple

Wedgewood Group's strategic marketing portfolio includes:

- Strategic marketing and communication planning, implementation, and evaluation
- Collateral such as brochures, newsletters, and reports
- Website or intranet design and development
- Multimedia development, including videos
- Large format displays and posters
- Strategic plan document design
- Organizational dashboards and scoreboards

WEDGEWOOD GROUP.COM

Communication, in any form, is integral to the success of an organization. Wedgewood Group's strategic marketing team creates a cohesive message delivered via multiple media to communicate a client's strategic initiatives. The goal of every design is to keep things simple, clear, and engaging. It's simple: give them part what they want, what they need, and what they deserve.

Our Process

We get to know you

We are going to ask you a bunch of questions focused on understanding the vision in your head and getting to know you, your team, your business, the impact you want to make on the world, and the audience you intend to reach.

Storm the brain

From our client intake, we develop a creative brief that sets direction to reach your final destination, and we use it as our guide throughout our engagement. We develop a marketing strategy to define your goals, identify the needs of your intended audience, craft your key message, and plan measurements to achieve desired results. Planning, and research completed. Create and ideate begin.

Hand, eye, and brain coordination

With a strategy in place, we sync planning with ideation. We scan the media space for inspirations, using the unconventional to your advantage. We sketch, draft, write, and communicate to your team. Every thought is relevant, but we work with you to find the right fit for your team and audience.

Turn ideas into form

We make a thought, a reality. We work with you to determine the best color, look, feel, and messaging, and prototype the not so final product. We rework the work to create a product that remains true to our MO: simple, clear, and engaging.

Impact from ideas

How did we do? How is your audience, your customers responding to the message and product? We measure the impact on ideas and achievement of your goals and metrics. Our success equals your success.



WEDGEWOOD GROUP

Past Performance

Wedgewood Group has partnered with organizations in industries including:

- Aerospace and Defense
- Federal and State Government
- Higher Education
- Not-for-Profits
- Professional Services

5 Reasons to Work with Wedgewood Group

When you are looking to partner with a firm to help you communicate to both your internal and external customers, consider these five items that set us apart from our competitors:

1. We listen to your needs.
2. We involve you at every step.
3. We focus on your audience.
4. We have common sense and technical experience.
5. We are proven, professional and passionate people.

Firm Codes

GSA Schedule Contract Number: GS-10F-0187P

Federal Tax ID Number: 16-16130914

CAGE Code: 1TR18

DUNS Number: 017390274

Business Type: S-Corporation

Business Classification: Small

About Wedgewood Group

Wedgewood Group is a small, woman-owned management consulting firm that provides workforce development solutions to a wide-range of commercial and government clients. Since 2001, we have helped organizations achieve targeted results by implementing solutions that maximize individual capabilities and increase organizational effectiveness. Wedgewood Group delivers timely, measurable results to our clients by analyzing core competencies, defining performance problems, and providing a framework for action that meets client objectives.

Contact Us

2001 Jefferson Davis Hwy
Suite 401
Arlington, VA 22202

e info@wedgewoodgroup.com
p 703-229-0780

WEDGEWOOD GROUP.COM