

## Capability Statement

Roads Consulting Group - Bespoke Marketing Subdivision

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### About Bespoke

Bespoke, an integral division of Roads Consulting Group, is a results-driven marketing agency specializing in providing innovative solutions in digital marketing, advertising, and website development. Our team is dedicated to enhancing brand visibility and engagement through strategic planning, creative execution, and cutting-edge technologies.

### Core Competencies

#### 1. Digital Marketing:

- Bespoke develops and executes comprehensive digital marketing strategies tailored to the unique needs of our clients. From social media management to content creation, search engine optimization (SEO), and email marketing, our team leverages data analytics to optimize campaigns, ensuring maximum return on investment.

#### 2. Advertising Services:

- As pioneers in advertising, Bespoke excels in creating compelling and targeted campaigns across various platforms. Our expertise spans traditional media to cutting-edge digital channels, ensuring our clients' messages capture attention and drive desired outcomes. We pride ourselves on adherence to regulatory guidelines in government campaigns.

#### 3. Website Development:

- Bespoke's website development team specializes in creating user-friendly, visually appealing websites. We adhere to the latest industry standards, ensuring accessibility, security, and responsiveness. Our collaborative approach involves clients throughout the development process to create custom websites aligned with their brand identity and objectives.

## Differentiators:

### 1. Innovation and Creativity:

- Bespoke is distinguished by its innovative approach and creative solutions. We stay at the forefront of industry trends, leveraging cutting-edge technologies to provide strategies that keep our clients ahead of the curve.

### 2. Government Compliance:

- Recognizing the unique requirements of government contracts, Bespoke excels in compliance with Federal Acquisition Regulation (FAR) and other applicable regulations. Our transparent and accountable processes ensure strict adherence to government standards.

### 3. Proven Track Record:

- Bespoke boasts a history of successful collaborations with government agencies, delivering results-driven campaigns and digital solutions. Our portfolio showcases projects demonstrating our ability to meet and exceed the expectations of government clients.

## Services:

### - Strategic Planning:

- Bespoke develops tailored marketing strategies aligned with clients' goals and government guidelines.

### - Creative Content Development:

- We craft engaging content, including graphics, videos, and copy, to convey impactful messages across platforms.

### - Digital Advertising Campaigns:

- Our team designs and executes targeted digital advertising campaigns, ensuring optimal reach and engagement.

### - Website Design and Development:

- Bespoke creates user-centric websites, combining aesthetics with functionality for a seamless user experience.

## Certifications:

- Minority Business Enterprise (MBE)

- Small Disadvantaged Business (SDB)

Conclusion:

Bespoke, a strategic division of Roads Consulting Group, is committed to elevating your brand through innovative digital marketing, advertising, and website development solutions. With a focus on creativity, compliance, and proven success, we are poised to be your trusted partner in navigating the ever-evolving landscape of government communication and outreach.

