

herd.

branding - marketing - public relations



CREATING STRATEGIES THAT MOVE

Capability Statement

Herd Strategies, LLC is a full-service integrated marketing and communications agency with a proven track record in branding, marketing, public relations, creative design and multi-cultural marketing communications training. With our creativity and expertise, we will get you noticed and provide the results you desire. At Herd's we listen, analyze, strategize to build plans and campaigns that exceed client goals and expectations. We identify unique opportunities to showcase your brand to multi-cultural audiences. Our goal is to enable each of our clients to rediscover their brand by identifying the role they play in the eyes of their audiences. With an uncommon understanding of our clients' needs and their unique marketing expectations, we design extraordinary brand experiences that engage consumers. Herd Strategies know that engaged consumers become loyal customers who sustain brands and enhance reputations. If you want to partner with people who walk the walk, you want to work with us.



Core Competencies

Our core competencies

- ➔ Public Relations/Public Affairs
- ➔ Media Relations
- ➔ Crisis Communications
- ➔ Creative Design/Branding



Differentiators

- ➔ Herd is a group of dynamic, powerful and influential communicators who are creative and will develop strategies to get you noticed.
- ➔ We set ourselves apart from other boutique firms by putting a seasoned team member on every account.
- ➔ Herd Strategies will work side by side with you to create a strategy to achieve your business goals utilizing results driven communications.
- ➔ Our campaigns are designed to safeguard your reputation while building your brand.

Mission Statement

Our mission is to develop a connection with our clients' brands for general and underrepresented audiences. We provide results-oriented marketing and communications strategies designed to meet our clients objectives by providing strong marketing concepts and excellent customer service. We leave no stone unturned in developing sustainable relationships with consumers or partners who will help our clients achieve their goals.

Past Clients

- ➔ Fort Wayne Housing Authority
- ➔ Indianapolis Public Schools
- ➔ White River State Park
- ➔ IU Health
- ➔ Indianapolis Metropolitan Planning Organization
- ➔ iHeart Radio
- ➔ Indianapolis Airport Authority
- ➔ Indianapolis Housing Agency
- ➔ IndyGo
- ➔ Insight Development Corp
- ➔ Light Of The World Church

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Contact Us

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Certifications

NAICS Codes
541430 Graphic Design Services
541820 Public Relations Agencies
541810 Advertising Agencies
541613 Marketing Consulting Services



DUNS: 969953665
CAGE: 834J2

