



Julie Olthoff, *President*

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# Capability Statement

## Core Competencies

VIA Marketing provides strategic marketing plans and marketing communications products and services based on target audiences, research and budgets.

We use an integrated approach across all media including:

- Digital
- Print
- Advertising
- Signage
- Promo Items

Our staff consists of specialist in:

- Public Relations & Event Planning
- Graphic Design & Branding
- Copywriting
- Website Design & Development
- Digital Marketing Including SEO/ SEM and Social Media
- Architectural Signs

DUNS: 364406645

NAICS: 541810, 541860  
541430, 541511  
339950, 541820

Cage Code: 1H8P5

Certifications: DBE, WBE

## Differentiators

- Longevity, established over 31 years ago in 1987
- WBE Certified since 1998
- Rich team of professionals
- Award-winning creative solutions
- Well-integrated, well-conceived end product
- Team approach on all projects
- Demonstrated ability in project management
- Well respected in the industry
- Regional, state, national, and international clients
- Integrity with open and honest communication

## Past Performances

- Town of Lowell, logo design with community participation
- Regional Mental Health, long-time client for event marketing, website & SEO, brochures, annual reports, logos, etc.
- Lake County Public Library, digital billboards
- Porter County Public Library System, marketing plan & implementation, graphic design, newsletter, etc.
- Geminus, event marketing, website development
- Regional Bus Authority, advertising, public relations

