

Capability Statement



THE
BLACK DOG
GROUP



BLACK DOG
MARCOM

A COMPANY OF THE BLACK DOG GROUP

About Us

“We tell stories that connect people, communities, and purpose.”

The Black Dog Group is a minority- and women-owned marketing communications and project management agency. We deliver strategic marketing, design, engagement, and project management solutions to enterprise, government, nonprofit, and educational clients.

Through our dba, **Black Dog Marcom**, we specialize in **storytelling, bringing data-driven strategy and design excellence** to organizations to help them connect with audiences and achieve measurable results. Our work unites creative innovation with civic purpose, turning complex ideas into campaigns that inform, inspire, and move people to action.

Certifications & Registration

- Woman-Owned Business
- Minority-Owned Business
- Certified Storyteller
- SDO Certified Vendor
- SAM Registered
- Duns #: 124930226
- UEI (SAM): V3PHBMX6AKK5
- PRF86 OSD Statewide Contractor

Core Competencies

Web-Based, Social & Emerging Media Services

- Website design & development (ADA compliant)
- SEO/SEM & analytics
- Social media management
- Online community engagement
- Digital storytelling
- Accessibility audits

Creative Services

- Branding & identity design
- Graphic design & collateral
- Copywriting & content development
- Video production
- Photography
- Visual storytelling

Marketing Services

- Strategic marketing planning
- Campaign development
- Public relations & media outreach
- Paid advertising management
- Email & digital marketing
- Market research

Event Planning & Support Services

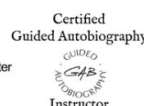
- Public outreach events
- Virtual & hybrid event coordination
- Tradeshows & conference management
- Community engagement programs
- Scriptwriting & on-site communications
- Podcast Pop-Ups

Integrated Marketing Services

- Cross-channel campaign integration
- Strategy + creative + media execution
- Multi-stakeholder collaboration
- Measurable results tracking



PRF86: Advertising, Marketing and Event Planning Services



Differentiators

- **Minority- and Women-Owned, SDO Certified, SAM Registered**
- **Storytelling-driven approach blending communications, design, and data**
- **Proven expertise and success in government, higher education, enterprise, and civic campaigns**
- **Deep expertise in education, technology, health and wellness, hospitality and events, and financial literacy outreach**
- **Strategic partnerships with state and national SMBs for technical development, creative direction, video, and printing services**
- **Scalable, accessible, and inclusive design processes**

Experience and Representative Clients



**TOWN OF
BEDFORD**
MASSACHUSETTS



CARLETON-WILLARD VILLAGE

KELLY FINANCIAL
SERVICES LLC



NEVINS LIBRARY
GROWING COMMUNITY



Liana Henry, Founder, CEO/CMO
The Black Dog Group
DBA: Black Dog Marcom
Storytelling. Strategy. Social Impact.

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NAICS Codes

Marketing & Advertising

Marketing consulting, advertising agencies, display & direct mail advertising

541613
541810
541850
541860
541890
541910

Design & Creative

Graphic design, logo design, copywriting

541430
711510

Digital & Technical

Web design, hosting, and internet publishing

541511
541519
519130

Media & Events

Photography, videography, event management

541921
541922
711310
711320

Training & Education

Continuing education, communications, and storytelling training

611430

UNSPSC Class Codes

80171600 - Publicity and marketing support services
82101700 - Aerial advertising
80171800 - Public relations and media relations services
90141500 - Professional sporting events
80101600 - Project management
82101500 - Print advertising
82101800 - Advertising agency services
82111700 - Creative writing