



**CONNECTED  
NOW**

# CAPABILITY STATEMENT 2025

DUNS Number: 121530306

EIN Number: 83-4399157

SB Certification ID: 2031000

**Sacramento Valley**  
9298 Madison Avenue  
Orangevale, CA 95662  
ConnectedNow.com



## NAICS CODES

- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541519 Other Computer Related Services  
Digital ads, analytics, back-end support
- 541820 Public Relations

## SIC CODES

- 8742 Management Consulting Services General marketing and business strategy
- 7311 Advertising Agencies Advertising campaign management
- 7336 Commercial Art and Graphic Design Logo, brochure, and digital design services

## COMPANY OVERVIEW

Connected Now is a full-service advertising and marketing company that has been empowering brands through innovative strategies since 1997. With strengths in traditional marketing, digital media, and specialized services like hosting and trademark registration, we proudly rank #1 organically on Bing and Google, delivering unmatched visibility and engagement for our clients.

## CORE COMPETENCIES



### Strategy & Planning

Development of tailored marketing strategies that align with client goals and drive measurable success.



### Digital Media

Expertise in digital marketing channels, including SEO, social media, content marketing, and online advertising.



### AI Solutions

AI specialist with expertise in over 40 applications, enabling data-driven decision-making, process automation, and enhanced customer engagement.



### Branding Development

Development and management of compelling brand identities, including logo design and brand messaging.

## PAST PERFORMANCES

- Successfully delivered impactful advertising campaigns across various industries, leading to significant growth and enhanced brand awareness.
- Transformed the brand identity of a poorly perceived large company, increasing credibility and trust. Strategic rebranding and marketing efforts led to a 10x improvement in brand perception and a 400% increase in business within 12 months.
- Achieved impressive client outcomes, including growing one construction client from \$4M to \$12M in one year, such as increases in engagement from 0-15K video views overnight.

## FEATURED CLIENTS

- Institute for Leadership Enhancement & Development
- California Pavement Maintenance (CPM)
- Rayner Equipment Systems (RES)
- GMC Construction
- Law Offices of Robert Zabeck
- Elk Grove CPA
- DGS - Videoconferencing
- TLC Transport
- Softcom Internet Hosting / VOIP
- RaynGuard Protective Materials
- B&M Builders
- Climate Emergency Foundation
- Sacramento Bike Party



## POINT OF CONTACT

Suzon K. Lucore, CEO; Marketing Director  
Suzon@ConnectedNow.com  
<https://www.linkedin.com/in/suzonlucore/>

## KEY DIFFERENTIATORS



### SEO That Dominates

We don't just rank — we own the page. Our search strategies deliver results, including 800,000+ views in just three weeks on a single YouTube campaign. From blogs to video SEO, we position brands to be found first and remembered always.



### AI Funnels That Convert

We build smart, AI-powered chatbot funnels that engage instantly, qualify leads, and move prospects smoothly through your sales process — 24/7, without lifting a finger.



### Authority-Building Podcast Strategy

From concept to launch, we craft and direct high-impact podcasts that build industry authority, deepen audience connection, and create content that lives far beyond the mic.



### Content That Hits Every Channel

We don't create content — we create ecosystems. From long-form articles to short-form videos, every asset is designed to rank, engage, and convert across search, social, and streaming platforms.

## EDUCATION & RECOGNITION

- NAWBO Entrepreneurial Spirit Award Winner (2006)  
Honored by the National Association of Women Business Owners for leadership and innovation in marketing and business development.
- Dottie Web Award for Excellence in Design & Strategy (1999)  
Recognized by the Sacramento Ad Club for outstanding work with Connected Now Marketing.
- International Artistic Recognition -Suzon's artwork, including 19 Faces of COVID-19, has received global attention for its storytelling on social justice and humanitarian issues.
- Ongoing Professional Development in AI & Marketing Strategy
- Actively engaged in weekly marketing trade seminars and AI-intensive coursework, applying cutting-edge tools and insights to client campaigns in real time.
- Multiple Degrees including 2 Bachelor of Fine Arts Degrees.  
A multidisciplinary academic foundation blending creativity, strategy, and communication

## GET IN TOUCH



Alvin D. Warren; Director of Digital Visibility & Media  
Alvin@ConnectedNow.com

Connected Now Marketing Agency  
Phone: 1-279-265-8095 Fax: 1 -866-487-6690  
Email: [info@ConnectedNow.com](mailto:info@ConnectedNow.com)  
Website: <https://ConnectedNow.com>  
9298 Madison Ave., Orangevale, CA 95662