

Capability Statement

Light of Gold PR, Marketing, and Consulting, LLC, a New York City certified Minority and Women-Owned Business (**MWBE**), is a 16 year old firm specializing in press, media, marketing planning and strategy, consulting, branding, social media, and digital and events. Light of Gold PR helps businesses target their clients and customers, create cohesive consistent content for their brand that gains traction online and off, as well as create strong marketing, branding, and digital strategies that accelerates their growth, deepens their connection to their customers, and increases their profits.

Our Agency's direct social media and technology knowledge encompasses over 20 years of experience ranging from web development, search engine optimization/training, technical support, social media optimization using Twitter, Instagram, Facebook, LinkedIn, Pinterest, YouTube, Grasshopper, Whats App, Zoom and many other online communities.

Differentiators

- Over 20 years of experience in web development, search engine optimization/training, technical support, and social media optimizations.
- Leverage technology and social media to create a targeted, results-driven campaign.

Core Competencies

Event Management

- Budget Management
- Branding and Digital Workshops and Book Signings
- Supplier and Vendor Coordination
- Talent Coordination
- Venue Assessment and Selection
- Sponsorship Packaging and Targeting, Pitching and Follow-up
- Event Design: Grand Openings, Store and Product Launches, Networking, Workshops and Seminars

Search Engine/Web Optimization

- Existing Web Design Audit, Consulting and Optimization
- Keyword Development and Search Engine Placement
- Pay Per Click (PPC) Development and Placement
- Web Design, Web Copywriting, Photos, Graphics, Functionality Review

Marketing

- Strategic Planning and Promotions

“We Shed Light on the Gold in You”

- Corporate and Customer Rewards Programs
- Small and Start up Business Coaching and Consulting
- Strategic Partnership and Business Planning
- Digital marketing and Social Media
- Multicultural Market and Advertising
- Marketing Plan and Business Plan Development
- Marketing Collateral Development (Branding, Leadership, Bios)

Public Relations

- Corporate Sponsorship
- Designing and Writing Sponsorship Packages
- Association Marketing and Cross Promotion
- Crisis Reputation Management
- Key Message Development and Dissemination
- National and Local Media Materials Development and Distribution
- National TV and Radio Commercial Placement
- Media Coaching and Training, Interviews and Story Follow Up
- Media Distribution including TV, Internet, Magazines, Newspapers

Community Relations

- Non-Profit (Branding, Public Relations, Focus Groups, Content)
- Board Membership
- Community Outreach
- Organization and Association Alliance Building
- Sponsorships/Fundraising and Strategic Philanthropy Consulting
- National and Local Media Materials Development and Distribution
- National TV and Radio Commercial Placement
- Media Coaching and Training, Interviews and Story Follow Up
- Media Distribution including TV, Internet, Magazines, Newspapers

Social Media

- Photography, Film/TV, and Online Video/Commercial Production
- Facebook FanPage Design, Programming and Development
- Social Media Training, Consultation, Optimization and Marketing workshops
- Social Media and Search Engine Optimization on Twitter, Facebook, LinkedIn, YouTube, Pinterest, Instagram, and various other online Communities

Technical Expertise

- Content Development
- Web Design and HTML
- Search Engine and Social Media Optimization

MAJOR CLIENTS

New York State Veteran’s Chamber of Commerce (2016)	<ul style="list-style-type: none"> ➤ Logo Design ➤ Creating Membership Levels ➤ Crafting Marketing Strategy ➤ Set up for Websites
Brooklyn Granola (2018)	<ul style="list-style-type: none"> ➤ Content Consulting & Revision ➤ Defining Target Markets ➤ Website Assessments/Revision ➤ Instagram Optimization
National Affordable Solutions (2022)	<ul style="list-style-type: none"> ➤ Project Management ➤ Domain Set-up ➤ Website Development ➤ Content Creation, Placement, & Revision
Whole Hog Cafe (2022)	<ul style="list-style-type: none"> ➤ Website Development ➤ Marketing Strategy ➤ Content Consulting & Revision ➤ Media Pitching, Outreach

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

541820 - Public Relations Agencies, PR Consulting Services, PR Services

541613 - Marketing Consulting Services, Marketing Management, Consulting Services

541910 - Marketing Analysis Services Marketing Research Services

NIGP

91503 - Advertising/ Marketing Relations

91596 – Web Page Design, Management, and Maintenance Services

91573 - Public Information Services

91805 – Advertising Consulting

96145 - Marketing Services

91823 – Communications: Public Relations Consulting

96234 – Event Planning Services

91523 – Conference Coordinating and Planning Services

GENERAL INFORMATION

Registered Company Name: Light of Gold PR, Marketing and Consulting LLC

OUR Mailing Address: 590 Bloomfield Avenue, Suite 125, Bloomfield, NJ 07003

CONTACT INFORMATION:

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