

Data-driven marketing company specializing in content marketing, digital advertising, content creation, email and social media marketing, multicultural marketing, inclusive marketing, and executive visibility. Proven track record of delivering results. **Voted one of Nashville's Top Content Marketing Agencies in 2019 and 2021.**

### NAICS CODES

- 541613 Marketing Consulting Services
- 541430 Graphic Design Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541850 Outdoor Advertising
- 541860 Direct Mail Advertising
- 541870 Advertising Material and Distribution Services
- 541890 Other Services Related to Advertising/Advertising
- 541910 Specialty Marketing Research and Public Opinion Polling

### UNSPSC CODES

- 60105409 Brand Marketing or Advertising Instructional Materials
- 80141505 Marketing Plans
- 80141612 Sales or Marketing Programs
- 80171600 Publicity and Marketing Support Services
- 80171603 Publicity and Marketing Advisory Services

### Jacqueline Hayes, MBA

Principal & Chief Marketing Strategist  
jacqui.hayes@crayonsandmarketers.com

1209 Meharry Blvd.  
Nashville, TN 37208  
O: 615.208.6445  
F: 615.835.3210

www.crayonsandmarketers.com



### CAPABILITIES

- Marketing Audits
- Integrated Marketing Plans
- Strategic Marketing Strategy
- Multicultural Marketing
- Inclusive Marketing
- Audience/Persona Development
- Positioning and Messaging
- Inbound/Content Marketing
- Content Creation
- Business Blogging
- Digital Advertising
- Social Media Marketing
- Email Marketing
- Marketing Automation
- Webinar and Podcast Production
- Graphic Design
- SEO/Keywords
- Marketing Analytics
- Corporate Communications
- Reputation Management
- Community Outreach
- Speaking and Awards Submissions
- Media Relations and Publicity
- Non-Profit Fundraising Campaigns

### DIFFERENTIATORS

- **Professional Certified Marketer in Digital Marketing (PCM®)** - American Marketing Association
- **Certified Digital Marketing Professional** - Digital Marketing Institute

### CLIENTS

- **ThinkNow** - Award-winning multicultural market research agency
- **Nashville Electric Service** - One of the 12 largest public electric utilities in the U.S.

### CERTIFICATIONS



Women's Business Enterprise National Council (**WBENC**)  
Women's Business Enterprise (**WBE**)



TN Governor's Office of Diversity Business Enterprise  
Women's Business Enterprise (**WBE**)



Metropolitan Nashville Airport Authority  
Minority Business Enterprise (**MBE**)  
Disadvantaged Business Enterprise (**DBE**)



Small Business Administration  
Woman Owned Small Business (**WOSB**)



Minority Supplier Development Council (**TMSMDC**)

### APPROVED VENDORS



Metropolitan Development and Housing Agency (**MDHA**)



Metro Nashville & Davidson County, Office of Minority & Women Business Assistance (**BAO**)