



Capability Statement

317.834.6560 | jarbomarketing.com

Founded in 1999, Jarbo is a marketing solutions provider located in central Indiana. Our brand storytellers are well-versed in providing complete branding/marketing solutions, as well as working as part of an integrated marketing team.

We are comfortable taking the lead to develop a new marketing strategy, or working to execute, measure, and refine a portion of an existing plan.



Certified - Service Disabled
Veteran Owned Small Business

Proven Relationships

"Every brand/marketing company talks about partnership. They all promise to collaborate, to understand your needs, to support your needs, to support your strategies, to keep within your budget, blah, blah, blah. Jarbo promises all this too, so how are they different? They actually do it.

Jarbo possesses vast knowledge of the data side of marketing and deep expertise on the strategic side. Their experience makes them an excellent complement to our in-house marketing team. They are creative, fun to work with, and possess limitless patience. Over some 5 years, I've seen them work effectively as part of an in-house workgroup, and I've seen them successfully go it alone with very little guidance after an initial briefing. In short, they provide great results without drama. I recommend Jarbo without reservation."

– Dave Weaver, Business Director – Cook Medical Korea
(812) 339-2235

"We have worked with multiple website developers in the past, but until we started working with Zac, Brad, and the Jarbo All-star team, we didn't realize the full potential of what a true website could do to benefit our company. Streamlining the ordering process for our customers, increasing amount and size of the orders being received, cost-savings of administrative work, increased product exposure, and ability to evolve with our market, are just of a few of the benefits we have enjoyed from using Jarbo. Thank you to Jarbo for making us a stronger company!"

– Steve Zehring, Vice President – Holscher Products, Inc.
(800) 796-4584

Certifications

Service Disabled Veteran-Owned Small Business (SDVOSB)
Veteran Owned Small Business (VOSB)
Indiana Veteran Business Enterprise (IVBE)
Indianapolis Veteran-Owned Business Enterprise
System for Award Management (SAM.gov)
Small Business Association (SBA)

Associations

Buy Indiana
National Veteran-Owned Business Association (NaVOBA)
Veteran and Military Business Owners Association (VAMBOA)

Identification

CAGE: 72UD8
DUNS: 602647492

NAICS Codes

425110 - B2B Electronic Markets
541430 - Graphic Design services
541511 - Custom Computer Programming
541613 - Marketing Consulting Services
541810 - Advertising Agencies
541860 - Direct Mail Advertising
541870 - Advertising Material Services
541890 - Other Services in Advertising

Planning

Brand/Marketing Audits
CMS Implementation
Corporate Brand Consulting
Customer Persona/Journey
Direct Marketing & Awareness
Email-based Marketing
Interactive/App Deployment
Marketing Budget Optimization
Marketing Consulting
Media Plans & Purchasing
Position and Brand Planning
Product Launch
Social Media Strategy
Survey Methodology
Target Markets/Segmentation

Creative

Advertisements
Annual Reports
Brand Identity & Logos
Brochures & Sales Collateral
Catalogs
Direct Mail & Postcards
E-marketing
Event Displays & Materials
Marketing Campaigns
Media Kits
Newsletters & Publications
Presentations & Videos
Product Identity
Television & Radio
Tradeshaw Displays & Materials
Training Materials

Web/Interactive/Social

App Interface/UX Design
CMS Development
E-Commerce/Online Catalogs
Interactive Sales Tools
iOS Application Development
Microsite Design
Mobile Web/App Development
Multimedia Presentations
Online Event Registries
Programming
Social Media Integration
Social Media Strategy/Execution
Tradeshaw/Lobby Animations
Web Application Development
Web Design & Development
Web Hosting

Measurement

Customer Satisfaction Surveys
Focus Groups
Personal Interviews
Post-campaign Reporting
Pre- & Post-campaign Research
Real-time Online Reporting
Response Tracking
Website/Social Analytics