



CAPABILITY STATEMENT

CORE COMPETENCIES

Founded in 2014, The D5 Group is proud to partner with nonprofits, government agencies, municipalities, and small-to-medium businesses to create effective marketing strategies, brand identity, social media management and marketing, and multimedia production services.

- Developing customer-centric strategic and tactical marketing plans
- Creating PPC advertising campaigns to achieve awareness and community buy-in
- Achieving positive client social media MROI using powerful social data, analysis, and strategy
- Producing inclusive and creative multimedia to support brand and community diversity
- Integrating multiple communication and marketing channels for cohesive messaging

Past Performance

Ohio Commission on Service and Volunteerism

(Multimedia Production)

Healthy Community Partnership

(Marcomm, Social Media Strategy & Management, Multimedia Production)

Youngstown City School District

(Multimedia Production, Consulting)

Flying HIGH Inc.

(Marcomm, Social Media Strategy & Management, Multimedia Production)

BRITE Energy Innovators

(Consulting, Advertising, Multimedia Production)

Trumbull Neighborhood Partnership

(Project Management, Multimedia Production)

United States Congressman, Tim Ryan

(Multimedia Production)

Company Data

Govt. Business POC: DeShawn Scott, PCM

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📍 125 West Market Street, Warren, OH 44481

🌐 www.thed5group.com

Work Area: Nationwide

Socio-Economic Status: Minority Owned Business

30 Day Net, Major credit cards accepted



Differentiators

- 26+ years of marketing & multimedia production experience
- American Marketing Association member in good standing
- Agency Partner with Sprout Social, the leading SMM software vendor
- Adaptiveness to constant changes in marketing landscape
- Multiethnic and cultural team that provides diverse marketing insights
- Supports local SMB's by hosting business education workshops
- Founder of first and only city-wide turnkey podcast production studio

NAICS CODES

- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 512110 Motion Picture Video Production
- 541922 Commercial Photography
- 541921 Photography Studio, Portrait
- 519190 Other Information Services

UNSPSC CODES

- 80101600 Project Management
- 80141500 Market Research
- 80141600 Sales and Business Promotion Activities
- 80161500 Management Support Services
- 82101800 Advertising Agency Services
- 82131600 Photographers and Cinematographers

DUNS: 080209466

OHIO MBE | EDGE

ODOT DBE CERTIFIED