

MARKETING & CREATIVE

Marketing & Creative in Potomac, MD

Potomac audiences are affluent, connected, and hard to impress. We build brand strategy, campaigns, and creative for the nonprofits, clubs, schools, and businesses that serve them.

OVERVIEW

Potomac is not a headquarters town. It is a hometown for people who run things elsewhere: executives, founders, physicians, and philanthropists who live along River Road and Falls Road and do their giving, their club life, and much of their business in the community where they live. Marketing here is therefore personal in a way downtown markets are not. The audience for a gala invitation, a school campaign, a club membership drive, or a luxury service brand is often the same few thousand households, and they can tell in seconds whether a piece of creative respects their intelligence.

That raises the standard for every organization that markets in Potomac. A nonprofit competing for gala sponsorships is competing against every other good cause on the same social calendar. Bullis School, on its 102-acre campus on Falls Road, speaks to families who are comparing it with the best independent schools in the region. An estate services firm, a real estate practice, or an equestrian business in Potomac Village lives on reputation and referral, and its brand has to be worthy of both.

LOCAL INSIGHTS

Philanthropy is the loudest marketing channel in Potomac, and it runs on a calendar. Spring and fall bring the benefit season, when nonprofit boards, school communities, and club members fill rooms at TPC Potomac at Avenel Farm, at the William F. Bolger Center, and under tents on River Road estates. Each event is also a brand moment: the invitation, the sponsorship package, the film in the room, the auction visuals, the thank-you content afterward. We build those pieces as one system, so a cause looks as serious as its mission, and sponsors can see exactly where their names will live. Congressional Country Club, just east on River Road in Bethesda, draws the same Potomac membership and donor circle, and the creative standard on that circuit is set by the best rooms in the region.

DISCOVERY WORKFLOW

- 1 Discovery Call**
A 30-minute conversation about your goals, audience, and what success looks like.
- 2 Audit & Insights**
We review your brand, channels, and content to find the gaps and the quick wins.
- 3 Strategy Blueprint**
You get a clear roadmap with priorities, timelines, and investment options.
- 4 Launch & Grow**
We execute the plan with you, measure what matters, and keep optimizing.

[Book your discovery call →](#)

 **20+**

Years in media,
events, and production

 **3**

Integrated services:
events, video, marketing

 **25**

Cities served
nationwide

FREE RESOURCES



14 Years of Marketing Advice
in 35 Minutes



How Brands Use Design &
Marketing to Control Your
Mind



the psychology of building a
brand everyone loves



The Psychology of Premium
Branding



Marketing Godfather: How
To Build An Audience That
Buys | Seth Godin



What is Marketing? |
Marketing Mix (4 Ps of
marketing)

WHY SIMPLE

Most agencies meet Potomac as a demographic. We know it as a community, because we work in it. Simple is one team for brand, events, and video, based in Washington, DC, a short drive down River Road. The people who design your gala brand can also produce the gala and film the story that plays in the room, so the invitation, the stage, the screen, and the social recap all speak in one voice, and nothing gets lost between vendors.

Our edge in this market is register. Potomac audiences discount hype on sight. We build brands that earn trust the way this community grants it: precise language, real photography, claims that hold up at the club, at the school gate, and at the kitchen table. And because we are local, we are in the room for the board meeting, the site visit, and the night itself, not presenting from three time zones away.

We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care. As we get to know your organization, we become the partner you call first.

FEATURED WORK



Gary Harrington - The Power Prudence Network

Simple managed Gary Harrington's digital presence, including website development, video production, and child safety courses. Gary has been featured on Netflix and ABC.



Community Health Media

Simple has helped build Community Health Media, supporting the production of over 1,500 videos, podcasts, livestreams, events, and social media content.



Live Nation Urban

Simple has partnered with Live Nation Urban for years, delivering a wide range of production and marketing services, including festival coverage, web development, social media content, and stage production.

CAPABILITIES

- Brand identity
- Websites and landing pages
- Campaign creative

- Graphic design
- Digital content
- Marketing materials

Let's Work Together

Marketing in Potomac? Let's talk.

LET'S TALK



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