

Make Your Mark Digital 2026 Capabilities Statement

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Women-Owned, WBE and WOSB Certified, Minority-owned

Business Summary

Make Your Mark Digital is a woman-owned, full-service digital marketing agency with 10 years of experience helping businesses build stronger brands, increase online visibility, and drive measurable growth. From traditional digital channels to emerging AI-powered search, we combine strategy, creativity, and data to develop marketing solutions that reach the right audiences, generate qualified leads, and turn marketing efforts into meaningful results.

Unique Value Proposition

Our proven three-phase process — Discover, Build, and Scale — creates a clear path from insight to action to growth. We begin by understanding where a business is today and uncovering its greatest opportunities. From there, we develop and execute customized strategies aligned to business goals, then use performance data to continuously refine and scale what works. This structured approach gives every client a focused, informed marketing plan that delivers sustainable, measurable growth.

Services

Brand Strategy: Define brand positioning, messaging, identity, and direction to create a clear, consistent foundation for marketing and growth.
Digital Strategy: Develop a customized digital marketing strategy based on business goals, audience insights, competitive research, and growth opportunities.
PPC (Pay-Per-Click Advertising): Plan, manage, and optimize paid campaigns across Google, Microsoft, and other platforms to increase qualified traffic, leads, and conversions.
SEO (Search Engine Optimization): Improve organic search visibility and attract qualified traffic through technical optimization, keyword research, content strategy, and on-page optimization.
AEO (Answer Engine Optimization): Improve visibility across AI-powered search platforms such as ChatGPT, Google AI Overviews, and Perplexity through content, technical optimization, brand authority, and AI visibility strategies.
Social Media Advertising: Develop and manage paid advertising campaigns across social platforms to reach target audiences, build brand awareness, and drive engagement, leads, and conversions.
Organic Social Media: Develop and manage social content strategies that strengthen brand presence, engage target audiences, and build meaningful connections across relevant social platforms.
Website Design & Development: Design and develop responsive, user-focused websites that reflect the brand, support business goals, and create a strong path to conversion.
Ecommerce Marketing: Develop and execute digital marketing strategies that increase ecommerce visibility, attract qualified shoppers, and drive online sales.

Select Clients

Federal Reserve Bank, MassMutual, McCarley International, Your Hearing Network, Prelude Solutions, Stealth Biopharmaceuticals, Biovector, We Care Advocates, Burro, Blockboard, Bid4Assets, Little Partners, and more.

Certifications

Woman Business Enterprise (WBE) and Women-Owned Small Business (WOSB) certified.

NAICS:

NAICS-541810: Digital advertising agencies
NAICS-541830: Media Buying Agencies
NAICS-541511: Search engine optimization (SEO) services
NAICS-541511: WEB (i.e.,internet) page design services
NAICS-541613: Marketing Consulting Services
NAICS-541430: Graphic Design Services
NAICS-541810: Internet advertising agencies
NAICS-541810: Online advertising agencies
NAICS-541519: Other Computer Related Services