

Capabilities Statement

Marketing,
Communications
& Media

Founded in 2016, **HelpGood LLC** is a marketing and communications agency that powers lasting social impact for government, nonprofits, universities, utilities and purpose-driven organizations. We help you reach, engage and activate diverse communities across owned, earned, partner, paid and donated media. We implement, evaluate and optimize tactics to achieve your goals and deliver on your mission. We help good happen.

CORE COMPETENCIES

- Research and Strategy
- Branding, Campaign Creative & Content Production
- Website UI/UX Design and Engineering
- Marketing and Communications
- Paid Media Planning, Buying & Optimization
- Analytics and Evaluation

DIFFERENTIATORS

- 12+years running social media for US government's longest-running public service campaign.
- Helped launch and run Love Has No Labels, biggest public service campaign in history, focused on DEIB.
- Digital-first approach to integrated strategic communications plans and social marketing.
- We build brands, campaigns and capacity.

VISION STATEMENT

To be the agency of choice for socially responsible organizations who want to connect with the public, inspire behavior change and advance the common good.

PAST PERFORMANCE



CERTIFICATIONS

- B Corp
- LGBTBE: 14977
- DOBE: US00448
- California: SB (Micro): 2005996
- County of Los Angeles: LSBE: 090563, Social Enterprise: 92698, CBE: 091299
- City of Los Angeles: LGBTBE: 14977 and LBE, EBE, SBE, SBE (Proprietary): 2005996
- Harbor: VSBE and LBE: 2005996
- Supplier Clearinghouse: Vendor ID 20519628

NAICS CODES

- 541430: Graphic Design Services
- 541511: Custom Computer Programming
- 541613: Marketing Consulting
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541830: Media Buying Agencies
- 541870: Advertising Material Distribution
- 541890: Other Advertising Services
- 541910: Marketing Research

CORPORATE DATA

- EIN: 81-4580328 / DUNS: 080-537-415
- CAGE: 7V NK9 / SAM UEID: KE22WQZ1V3U3

CONTACT INFORMATION

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