

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

- 15 years running social media for US government's longest-running public service campaign.
- Helped launch Love Has No Labels, biggest public service campaign in history.
- 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

- Federal: SAM.gov: MBE, SDB
SAM UEID: KE22WQZ1V3U3, CAGE: 7VNK9
- National: LGBTBE: 14977, DOBE: US00448, B Corp
- Massachusetts: LGBTBE, DOBE: 20519628
- California: SB (Micro): 2005996
- County of Los Angeles: LSBE: 094467, Social Enterprise: 092698, CBE: 094872
- City of Los Angeles: LGBTE: 14977. EBE, SBE, SBE (Proprietary): 2005996
- Harbor: VSBE and LBE: 2005996
- Supplier Clearinghouse: LGBTBE, PDDBE: 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

CONTACT INFORMATION

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