

## CAPABILITY STATEMENT

Trevelino/Keller is a digital public relations and marketing firm serving organizations across seven practices – Technology, Healthcare, Financial Services, Food & Beverage, Franchising, Lifestyle and Environment. Its services include public relations, digital marketing, demand generation and creative services. Groovy Studios, its creative brand, delivers brand identity, graphic design, web services and dynamic content.

DUNS: 615257354 | CAGE CODE: 6RG61 | NAICS: 541820, 541850, 541810, 541430, 512110, 541511, 541910, 519130

## CORE COMPETENCIES

### Communications Strategy

- Public Relations
- Earned Media
- Messaging
- Partner Communications
- Speakers Bureau
- Event Marketing
- Crisis Communications
- Strategic Alliance Creation

### Digital/Social

- Content Curation
- Remarketing
- Pay Per Click
- Search Engine Marketing
- Blogger Relations
- Social Media Management
- Digital and Social Analysis

### Creative

- Brand Articulation
- Web Services
- Marketing Collateral
- Advertising
- Video Development
- Mobile Applications

### Demand Generation

- Email Marketing
- CRM Management
- Marketing Automation
- Content/Inbound
- Campaign Development

## AWARDS AND RANKINGS

- 10th Fastest Growing Agency in the US
- 2nd Fastest Growing Agency in the Southeast
- Best Places to Work
- Nationally Ranked In Nine Industry Segments Including Health
- 120 Platinum, Gold And Silver Awards



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## PAST PERFORMANCE



## DIFFERENTIATORS

- Our staffing model is designed for maximum output. We have always operated with a simple principle. With staff retention comes client retention. No lost intellectual capital. No excessive onboarding. No repeated team transitions. While the industry suffers 20-25% turnover, year over year, we have lost two people to agencies in 18 years.
- We have the skills and resources to reach people. It's a powerful capability and one we take responsibly. If the last 12 months have taught us anything, it's that community is everything. And so we are proud to have played a critical role in GeorgiaALIVE to address COVID-19 early on in the pandemic, worked with the GDPH on vaccine awareness, and taken a position on social injustice with our Voice4ChangeProject. Our staff and our community demand more than us being a great PR firm, but rather a purposeful PR firm.
- Finding an agency with the breadth of services and relevant industry experience increases the chances of a successful, longer-term, thoughtful relationship. Beyond services and experience though, we believe there's something more relevant, being outcome-driven. Our client-serving "TechStacks" are always-evolving solutions that feature robust measurement tools that allow us to measure a number of outcomes in public relations and digital marketing.

## COMPANY

Headquartered in Atlanta, the firm ranks as this year's 10th fastest growing firm, second in the Southeast. It also ranks in 9 of 12 industry segments. For more info on Trevelino/Keller, visit [trevelinokeller.com](http://trevelinokeller.com).

## CONTACT

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