



**WE ACCEPT CREDIT CARDS**

**CAGE:** 8DJJ5

**DUNS:** 053963402

**EIN:** 814388615

**NYS VENDOR ID:** 1100225388

**DBE Certification** (Pending)

**NAICS CODES:**

NAICS 541810 Advertising Agencies

NAICS 541613 Marketing Consulting Services

NAICS 541430 Graphic Design Services

NAICS 541511 Web Page Design Services, Custom

NAICS 711510 Independent Artists, Writers, and Performers

NAICS 561410 Document Preparation Services

NAICS 541922 Commercial Photography

**NIGP CODES:**

NIGP 96546 Graphic Design Services for Printing

NIGP 91876 Marketing Consulting

NIGP 91522 Communications Marketing Services

NIGP 91500 Communications and Media Related Services

NIGP 91501 Advertising Agency Services

NIGP 91522 Communications Marketing Services

NIGP 91807 Advertising Consulting

NIGP 91596 Web Page Design, Management, and Maintenance Services

# Capabilities Statement

## company overview

FMN Creative, LLC is a virtual, digital agency that builds lead generation systems for businesses and non-profits through effective Social Media Marketing and Advertising.

We amplify your brand's message, connect with your online audience, and cut through the social noise to turn clicks into customers.

Our specialty is getting your audience to take action.

## core competencies

- + Branding
- + Campaign Development
- + Consulting
- + Copywriting
- + Digital Marketing & Advertising
- + Email Marketing
- + Graphic Design
- + Lead Generation
- + Logo Design
- + Marketing Automation
- + Photography & Videography
- + Print Design & Development
- + Social Media Advertising
- + Social Media Management
- + Social Media Strategy
- + Social Media Training
- + Web Design

## notable clients

- + SUNY Poly
- + Upstate Cerebral Palsy
- + Cornell Cooperative Extension of Oneida County
- + Oswego County Opportunities
- + Ferre Institute
- + The Root Farm

## notable work

### THE ROOT FARM

2860 King Rd, Sauquoit, NY 13456 315.520.7046  
www.RootFarm.org

Provided full agency services to develop and execute a comprehensive digital and traditional campaign. The social media campaign resulted in the following:

- 250,000+ local video views across digital channels
- 56,000+ website visits during advertising period
- 2,581% increase in email list size with an average 60% open rate
- 400+ leads generated during campaign period

## differentiators

- + Our boutique nature allows us to have an individualized client focus
- + We consider our clients to be our best collaborators
- + We have a music-influenced marketing methodology that raises the volume on the client's brand and focuses on creating a voice that cuts through the noise
- + We build our strategy around your audience
- + Our staff consists of specialists, not generalists
- + We create content for our clients' online and offline presence
- + Certified Facebook Advertiser
- + Certified MailChimp Agency Partner

## contact

**FRANCESCA ORSOMARSO** Owner + Creative Director  
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[WWW.FMNCREATIVE.COM](http://WWW.FMNCREATIVE.COM) @FMNCREATIVE #FMNCREATIVE



NYS WBE, EDWOSB,  
WOSB CERTIFIED,  
DBE Certification (Pending),  
Approved SUNY Vendor