



Drives Digital. Moves People.

Capabilities for Education

DIGITAL & CONTENT MARKETING | BRANDING | MARKETING & SALES ALIGNMENT



COMPANY OVERVIEW B63 Line is focused on driving enrollment, student and alumni engagement, and revenue streams for educational institutions. Competition amongst universities, colleges, and technical schools increases at a steady pace and the challenge of reaching “mobile” students – while building lasting relationships with alumni and donors – becomes more complex.

B63 Line and our network of top educational experts develop customer-driven digital and traditional marketing strategies that meet critical goals for enrollment, alumni engagement and development campaigns. These strategies center around the full student journey from recruitment to enrollment, to keeping students and alumni engaged, to building meaningful relationships with alumni and donors.

CORE COMPETENCIES

- Digital Marketing Assessments
- Digital Media Planning
- Responsive Website Design
- Content/Copywriting (Web/Print/Email Marketing)
- Social Media Marketing
- Development Support Strategy and Campaigns
- Market Research

UNIQUE COMPETENCIES

- Corporate Communications
- Community Building
- Event Marketing
- C-Level Thought Leadership Branding
- Data Synthesis
- Marketing Alignment Audits

DIFFERENTIATORS

- Crowdfunding and Social Aggregator Platform
- Data-Driven Creative and Marketing Approach
- Experienced On-Demand Exec-Level Team (CFO, CMO, CRO)
- Drives Brand Messages Into Development & Social Channels
- Gap-Fill Digital Marketing Staff

PAST PERFORMANCE

Miami University of Ohio

Developed crowdfunding portal and social media aggregator to support one-day development effort. Executed full digital media audit of alumni relations and university advancement departments (website, email, social).



Wright State University

Designed basketball arena court floor and environmental graphics for improved fan experience.



Univ. of Dayton Research Institute

Developed branding for Federal/State product commercialization initiative. Designed brand, website, collateral, and crafted strategy for new service launch.



Washington State Comm. College

Conducted market research to guide rebranding efforts, developed new strategic messaging for recruitment campaign and developed and deployed a new website.



Eastern Kentucky University

Provided strategic insights, copy development, and content marketing for student recruitment.



Sinclair College

Synthesized market data to design new educational tracks. Developed go-to-market plans for area workforce development program.



DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 323111, 323115, 323117, 511130, 511210, 518210, 541370, 541430, 541511, 541519, 541611, 541613, 541620, 541690, 541715, 541720, 541810, 541850, 541860, 541870, 541890, 541910, 561410, 711510

UNSPSC: 80000000, 81160000, 82000000, 83110000, 83120000, 86000000, 90150000

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOSB)

EDGE Certified: 221473

RECOGNITION

• 2019 Bronze Hermes; American Advertising Federation



• 2009-18 American Graphic Design Awards (x24); GDUSA



• 2018 Advocate of the Year; ORV Women’s Business Council



• 2013 Eclipse Integrity Award Finalist; Better Business Bureau

• 2012 CFO of the Year Honoree; Dayton Business Journal



• 2010 Forty Under 40 Recipient; Dayton Business Journal

• 2010 Rookie Business of the Year; Dayton Business Journal



Credit Card Payments Accepted

Legal entity: Baldwin Creative & Co., LLC

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