



Drives Digital. Moves People.

Capabilities for Manufacturing

DIGITAL & CONTENT MARKETING | BRANDING | MARKETING & SALES ALIGNMENT



COMPANY OVERVIEW Great products and reputation can only advance your manufacturing company so far – buyers and procurement teams expect more. They’re researching online for better prices. They’re using LinkedIn for referrals and potential partners. They’re looking online for content that can solve their problems even before they decide to contact anyone. Buyers and procurement teams want the information they need, when

they need it, and wherever they are looking for it. The B63 Line team is engineered to extend your company’s digital marketing and sales support efforts to reach buyers and decision makers more effectively – both online and offline.

As a certified, women-owned business, B63 Line provides digital marketing expertise while helping to fulfill your company’s diversity engagement requirements.

CORE COMPETENCIES

- Digital Marketing Assessments
- Digital Media Planning
- Responsive Website Design
- Content/Copywriting (Web/Print/Email Marketing)
- Social Media Marketing
- B2B Sales Support, Strategy, and Campaigns
- Market Research

UNIQUE COMPETENCIES

- Corporate Communications
- Event Marketing
- C-Level Thought Leadership Branding
- Data Synthesis
- Sales/Marketing Audits

DIFFERENTIATORS

- Data-Driven Creative Approach
- Experienced On-Demand Exec-Level Team (CFO, CMO, CRO)
- Drives Brand Messages Deeper Into Sales and Social Channels
- Product/Service Commercialization Expertise
- Gap-Fill Digital Marketing Workforce

PAST PERFORMANCE

Liteflex Composite Springs
Refined branding in print and online, relaunched refined website, conducted SEO and CRM audit, designed sales collateral, acted as on-demand CMO, researched and developed blog and social media content.



Patient & Consumer Pharma
Designed corporate identity and brand architecture, designed and developed public and private login website, created event marketing materials and exhibit displays.



Buckeye Fabricating
Developed photography bank for internal communication and external marketing, developed content marketing strategy, researched and developed blog and social media content.



Lee Plastic
Developed corporate branding and online presence, created strategic messages, mapped sales process and developed sales collateral, designed and deployed website to grow distributor base.



Hydro Systems
Developed and localized website for markets in US, China and Brazil to grow global sales.



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
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