

CONTACT:

Glenn Davila - *President*

Office: 609-646-0414 ext. 135

Mobile: 609-412-3878

Fax: 609-646-1350

gdavila@callpm.com

GSA CONTRACT #
47QRAA18D000X

CATEGORY:
541613 Marketing
Consulting Services and
OLM

DUNS number: 007071639

CAGE code: 7LSM7

Business Size: Small

Disadvantaged Business

We accept credit cards

PERFORMANCE MARKETING (PM)

is a successful strategic marketing firm that understands how to develop marketing efforts that are efficient and creative.

We apply our experienced client services skills and attention to detail to minimize waste and maximum ROI.

We apply this method to every service we provide with expert skill to make all your marketing efforts “speak with one voice.” And we deliver all of this with stringent fiscal responsibility.

CORE COMPETENCIES

Our streamlined project management structure and strict out-of-pocket price approval policy means your budget is in good hands. There is nothing revolutionary in what we do: sound strategy, strong creative, solid client services, real budget management and total responsibility. We just do it better than anyone else!

- Strategic Planning
- Website Development
- Social Media Management
- Creative Advertising Services
- Graphic Design
- Public Relations
- Direct Mail Marketing
- Market Research
- Custom Signage

PAST PERFORMANCE



DIFFERENTIATORS

Founded in 2000, at PM, we focus on identifying the most efficient and effective ways to reach your goals. As a full-service communications firm, we can make all of your marketing activities work seamlessly while creating maximum value from your budget.

Our extensive track record of partnering with professional organizations of all sizes and in all industries, combined with extensive experience in all areas of advertising, public relations, copywriting, graphic design and communications, makes us uniquely qualified to help you reach your goals.

- Team of Experienced Marketing Professionals
- Fast, Friendly and Affordable Service
- Full-Service Support from a Single Source Makes Your Projects Easier and Better
- Devoted to Excellent Quality and Quick Turnaround
- Guaranteed to Fit Within Your Budget Parameters



CLIENT REFERENCE:
Linda Peyton
City Administrator
609-484-3603
lpeyton@pleasantvillenj.us

NAICS CODES:

- 339950 Sign Manufacturing
- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541511 Custom Computer Programming Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541830 Media Buying Services
- 541840 Media Representatives
- 541850 Outdoor Advertising
- 541860 Direct Mail Advertising
- 541890 Other Services Related to Advertising
- 541910 Marketing Research and Public Opinion Polling

CITY OF PLEASANTVILLE

- Created and produced an annual series of events to showcase the City's development assets
- Designed and managed the City's comprehensive website: www.BayviewSummerSeries.com
- Managed the strategic communications for the City; advertising, public relations, social media, email communications, etc.



CLIENT REFERENCE:
Linda Gilmore
Public Information Officer
(609) 343-2313
gilmore_linda@aclink.org

ATLANTIC COUNTY GOVERNMENT, NJ/ATLANTIC COUNTY ECONOMIC ALLIANCE (ACEA)

- Designed communications materials for this county economic development authority
- Acted as the lead agency for a national-level comprehensive communications program showcasing the County's aviation district and National Aviation Research Technical Park
- Produced advertising and promotional items for the County's 2020 U.S. Census marketing campaign

PRODUCT & SERVICE CODES SELECTED:

- R422 Support - Professional: Market Research/Public Opinion
- R426 Support - Professional: Communications
- R499 Support - Professional: Other
- R701 Support - Management: Advertising
- R708 Support - Management: Public Relations
- T001 Photo/Map/Print/Publication Arts/Graphics
- 9905 Signs, Advertising Displays and Identification Plates



CLIENT REFERENCE:
Malik Mitchell
Marketing Coordinator
609.561.9000 x7111
mmitchell@sjindustries.com

SOUTH JERSEY GAS

- Now in its sixth year, PM created and manages a grassroots communication program enabling this regional natural gas utility to engage the community in six NJ counties
- Negotiate and place over six figures of advertising annually across multiple media companies and mediums



CLIENT REFERENCE:
Chrysti Huff
Redevelopment Project Manager
609-278-5004
chuff@tha-nj.org

TRENTON HOUSING AUTHORITY

- Strategized, designed and constructed the new website www.tha-nj.org including a custom user interface, custom RFP/IFB administration and separate password-protected document sharing programs for staff and board members