

# Ideation is the spark for creative energy

## Big-agency, high-quality work that's affordable

100% veteran owned, certified small business

### Overview

First Team Marketing and Communications was founded in 1998 for companies and organizations wanting big-agency, high-quality work that's affordable.

Our full-service agency is 100 percent **veteran owned** and a certified **small business**.

Founder James Huckfeldt has been trained by GE and Burson-Marsteller--considered the best in corporate and agency marketing communications.

### How We Help

First Team helps clients achieve their marketing, sales and communications objectives within their organization's framework, culture, budgets and target markets.

First Team builds traffic and gener-

ates and nurtures more qualified leads, which helps increase sales and revenue.

### Strategy

Combine big-agency expertise and training, decades of experience working with large corporations and small businesses, a proprietary communications process, and affordability to truly make a difference for your organization.

### Differentiated Value Proposition

We create ongoing programs, discreet campaigns and projects.

We can accelerate your target audiences' decision-making processes using our proprietary **Hands™** communications approach.

It will get your company's prospects to raise theirs. It focuses on what motivates different sets of targets to buy a product or service.

### Vision

Our vision is: "Next to excellence stands the pursuit of it."

We always strive for **excellence** in marketing communications, to hit targets that move and evolve, to create fresh, **innovative** solutions that help clients hurdle challenges.

### Values

**Passion** for our work and our desire to help clients helps define us.

**Service** is at the core of what we do. We serve enthusiastically.

Clients rely on our **expertise**, so it's incumbent on us to always share our best thinking, and question something when we do not think it is in their best interests.

Bottom line, we believe in **quality** first. **Creativity** with discipline. On-target **strategy** implemented with effective **tactics**. Measuring **results**. Determining **ROI**.

## Specific Capabilities

We can work with you to...

- Launch a new **product** or **service**
- Breathe new interest into a **mature** product, service
- Build awareness of a new product **application**
- Identify and penetrate new **markets**
- Take the company to the **next level**
- Build company **reputation**
- Build **brand** equity
- Create a multi-brand **architecture**
- Reinforce **customer** relationships
- Build **channel partner** relationships/cooperation
- Communicate with and motivate **employees**
- Increase booth **traffic**
- Generate more **sales** leads
- Qualify **leads** better
- Develop an executive into an industry **expert**

## Tactical Expertise

We select from these and other elements to achieve your objectives:

- Advertising
- Blogging
- Branding
- Corporate positioning
- Design: electronic and print
- Employee communications
- Ideation
- Digital marketing
  - Search engine optimization
  - Lead generation
  - Lead nurturing and conversion
- Logo development
- Measurement
- Naming
- Photography
- Public Relations
- Research
- Social media
- Special events
- Strategy development
- Video
- Websites, newsletters

## By the Numbers

**DUNS:** 090146494

**CAGE:** 6Q113

**NIGP**

915-01      915-02

**FEIN:** 22-3593246

**NAICS**

915-03      915-09

**NJ Certified Small**

• 541613 Mktg

915-22      915-23

**Business:** 59541-20

Consulting Svcs

915-27      915-28

**NJ Certified Veteran-**

• 541810 Advertising

915-44      915-48

**Owned Business:**

• 541820 PR

915-51      915-52

V100010

• 541430 Graphic Design

915-71      915-72

915-73      915-74

915-84      915-96

**SIC**

• 7311 Advertising

• 7331 Direct Mail

• 8743 PR

**Product Service Codes**

• R701 Advertising

• R708 PR

• T001 Arts, Graphics

• T010 Still Photography

• T015 Video



State of New Jersey

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**APPROVED**  
under the  
Veteran-Owned Business Act



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Small Business Set-Aside Act and Minority and Women Certification Program



James Huckfeldt  
President  
*When You Want to Win*