



8(a) and EDWOSB certified

## Enhanced interactions add to your competitive advantage.

Every interaction with your organization should be positive and meaningful. Customer experience is the sum of these interactions. From the communication materials intended to get their attention to the online platforms designed to engage with them, every part of the journey is important.

At Red Carrot, we use behavioral segmentation to analyze the various need states of your audiences. This allows us to create positive, meaningful experiences across all interactions. Our analytical approach leads to plans that remove the guesswork and provide measurable results, boost ROI, and foster constant learning.

Our team of Expert Trend-Spotters monitor signals of intent and upcoming change. We track innovations that are occurring across industries and disciplines and share these insights with our clients. Our research and analyses help our clients constantly enhance the customer experience of their target audiences.

**Red Carrot is a trusted 8(a) and EDWOSB full-service agency** with experience providing innovative and enhanced customer experience solutions for high-impact clients, such as the U.S. Federal Government.

### Contact Information

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**theredcarrot.com**

## Our Capabilities



### ADVERTISING

Media Planning  
Media Buying  
Outreach Campaigns  
TV, Print, Radio, Outdoor  
Digital Advertising



### DIGITAL ENGAGEMENT

Web Architecture  
Web Design  
Content Management  
SEO/SEM  
Analytics



### STRATEGIC PLANNING

Communication Audits  
Informational Interviews  
Quantitative Studies  
Focus Groups  
Competitive Analysis  
Best Practices Benchmarking  
Program Evaluations



### BRAND DEVELOPMENT

Brand Plan  
Communications Plan  
Logo and Brand Identity  
Marketing Collateral Development  
Multicultural Outreach



### PUBLIC RELATIONS

Press Releases  
Media Clippings  
Satellite Media Tour  
Online Reputation Management  
Earned Media Strategy  
Influencer Outreach



### MANAGEMENT CONSULTING

Active Program Management  
Workforce Operating Modeling  
Process Improvement  
Risk Analysis  
Technical Writing  
Digital Transformation  
Organizational Change  
Data Analytics



### GRAPHIC DESIGN

Concept Development  
Brand Development  
Rebranding  
Printed Collaterals  
Illustration  
508-Compliance



### SOCIAL MEDIA

Social Media Management  
Community Management  
Social Media Listening  
Social Media Content Creation



### HUMAN CAPITAL SOLUTIONS

Operations Staffing  
Administrative Support  
Recruitment & Retention  
Transforming Operations  
Diversity, Equity, and Inclusion  
Employee Journey  
Team Alignment  
Program Delivery



### VIDEO PRODUCTION

Animated Videos  
Testimonial Videos  
PSA Videos  
508-Compliance



### EVENTS

Site Selection  
Travel & Logistics  
Virtual Events  
Trade Shows  
Recruiting Events  
Event Management

## NAICS

512110	541511	541613	541810	541840	541870	541922	561320
515120	541611	541614	541820	541850	541890	541990	561920
541430	541612	541618	541830	541860	541910	561110	611430

## Our Clients

