



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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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

