



“TOTAL MARKETING SOLUTION”

To address the marketing needs of small businesses, as well as nonprofit organizations, Global Diversity Group has developed the “Total Marketing Solution”. This resource offers an array of services to both brand and market an enterprise or organization.

Services offered include developing/revising marketing plans, developing a branding strategy, developing a public relations strategy/campaign and developing logo/letterhead/business cards/brochure.

Global Diversity Group provides its clients with comprehensive, wide-ranging and high quality service that is cost effective.

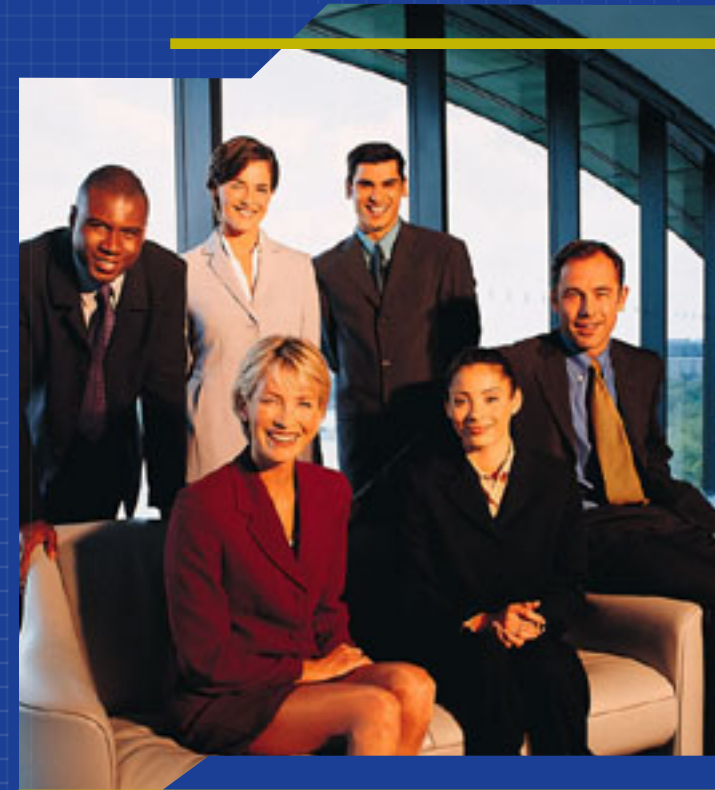
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Empowering Relationships
Between **CORPORATIONS**
and
COMMUNITIES



Global Diversity Group, Inc.

GLOBAL DIVERSITY GROUP

OVERVIEW

Global Diversity Group (GDG) is a marketing consulting company with a focus on strategic marketing, business development, database management, event management, advertising, public relations, grass roots marketing and graphic design. The company's staff has over 40 years of experience in developing and implementing marketing strategies, public relations initiatives, media campaigns, and events nationally as well as locally.

Global Diversity Group's marketing client list is extremely diverse. Our client base consists of large corporations, non-profit organizations, government agencies and small businesses. Global Diversity Group provides every client with a clear vision of how to expand their market share, attract new customers, and penetrate new markets cost effectively. This is achieved by developing customized programs to meet specific client needs and goals.



The company also offers business solutions to small businesses by providing them with several options for growing their businesses. Global Diversity Group provides its clients with comprehensive, wide-ranging and high quality service that is cost effective. Our services are divided into five areas:

- Global Diversity Group Consulting
- Global Diversity Group Communications and Event Management
- Global Diversity Group Data Base Management
- Global Diversity Group Graphics
- "Total Marketing Solution" for non-profits and small businesses

GDG MARKETING CONSULTING

Marketing consulting services designed for corporations, non-profits, government agencies, and small businesses including developing winning marketing strategies and customized programs to meet client's needs. Services include developing branding strategies, providing public relations campaigns, media buys, developing promotions and events targeting various segments of the general population, particularly in the evolving multicultural markets. Global Diversity Group specializes in accessing the multi-billion dollar, expanding domestic multicultural market.

GDG COMMUNICATIONS AND EVENT MANAGEMENT

Services are provided on a local and national level, such as event planning, specialized promotions, media and public relations. GDG has developed and facilitated a ten-city, national tour for Volvo Cars of North America for five years, and has provided a public relations strategy and media buys for the American Cities Foundation and the National Black Caucus of States Initiatives.

Global Diversity Group's staff has over 40 years of experience in developing and implementing marketing strategies, public relations initiatives, media campaigns, and events.

GDG DATABASE MANAGEMENT

Projects have included building databases using DBMS, like Access and SQL Server. Designing, developing and managing web base solutions specifically designed to meet our customer needs is our strong suit. We also provide IT support, which includes exporting data from the database to an Excel file for clients to use when tracking marketing programs for direct mail campaigns, research projects, as well as to accumulate statistics for individuals participating in events. Clients for this service have included Volvo Cars of North America.

GDG GRAPHICS

Services include web design, logo and identity design, brochure design, ad design, flyer design, banner and poster design, billboard and signage design, stationary design, annual report design, special presentations and much more! Clients have included the Volvo Cars of North America, Urban Financial Services Coalition, American Cities Foundation, and many others.