

## Corporate Data

**UEI:** FHXCPLKB8HA5 | **CAGE Code:** 22GB0

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**Address:** 1021 Wellington Ave, Indian Land, SC.  
29707 (Offices in South Carolina and Arkansas)

**Business Type:** Small Business

**NAICS Codes:** 541613 (P), 541810, 541820,  
541830, 541840, 541430, 541511, 541512, 541519,  
541611, 541618, 519290, 561410

**PSC Codes:** R422, R499, R701, R702, R704, R706,  
R708, T001, T002, T003

## About Us

Day 2 Marketing is a full-service, data-driven marketing and strategic communications agency that helps government and public-sector organizations effectively reach, engage, and inform audiences. Our capabilities include marketing strategy, brand positioning, digital marketing, web development, creative services, public outreach, stakeholder engagement, and performance analytics. We build customized, results-oriented programs grounded in data and audience insights to increase awareness, improve public engagement, strengthen organizational positioning, and deliver measurable outcomes. With experience serving public-sector entities, transportation organizations, nonprofits, and other complex organizations nationwide, Day 2 Marketing brings the strategic thinking, creative expertise, and performance-driven approach needed to communicate effectively and maximize the impact of every marketing dollar.

## Core Services

- Marketing Strategy Development
- Brand Development & Positioning
- Digital Marketing & Advertising
- Search Engine Optimization (SEO)
- Social Media Marketing
- Public Outreach & Awareness Campaigns
- Strategic Communications
- Stakeholder Engagement
- Website Design & Development
- UX/UI Design
- Content Marketing & Copywriting
- Graphic Design & Creative Services
- Video Production & Photography
- Media Buying & Advertising
- Marketing Analytics & Performance Reporting

People like  
you are  
saving up  
to 40%.



## Differentiators

- Strategy-first approach that aligns marketing investments with measurable business objectives.
- Data-driven decision making using analytics, audience insights, and performance measurement.
- Customized marketing solutions tailored to client goals, audiences, and market conditions.
- Integrated delivery across branding, communications, advertising, web, content, and digital channels.
- Focus on long-term growth, continuous optimization, and sustained organizational success.

## Past Performance

### Alabama Port Authority

**Detail:** Redeveloped and relaunched the Alabama Port Authority brand, developed the MAX service line brand, redesigned the website experience, established social media presence, executed nationwide marketing campaigns, and provided multimedia production support.

### Central Arkansas Water

**Detail:** Delivered graphic design services and developed annual reporting materials for internal and public-facing communications.

### Rock Region Metro

**Detail:** Supported public awareness campaigns and audience engagement initiatives.

### City of Rogers

**Detail:** Delivered strategic communications support and multimedia campaign development services.

### Arkansas Farm Bureau

**Detail:** Developed and launched the ARFB Health Plan brand and executed statewide marketing campaigns supporting enrollment objectives.

### Central Arkansas Library System (CALS)

**Detail:** Developed community engagement and public awareness campaigns utilizing influencer marketing strategies to increase library service participation.