

The D5 Group develops public awareness campaigns, conducts public outreach, and produces communications content for government and nonprofit programs. Our services include marketing strategy, brand strategy, digital advertising, social media management, video, photography, podcast production, and marketing workshops. The D5 Group is available for complete campaigns, ongoing marketing management, or individual services.

Core Capabilities

- **Marketing Strategy:** Define goals, audiences, channels, and success measures for public outreach.
- **Brand Strategy:** Define organizational positioning, core messages, and brand voice.
- **Marketing Management:** Provide marketing leadership, decision support, and performance oversight.
- **Social Media Services:** Management, content development, reporting, and DIY Social Media software.
- **Digital Advertising:** Advertising for campaigns and promotions on social media and other websites.
- **Research:** Qualitative and quantitative studies, participant recruitment, analysis, and reporting.
- **Video Production:** Produce program impact stories, documentaries, and informational videos.
- **Photography:** Advertising, editorial, promotional, commercial, event, and portrait photography.
- **Audio and Podcast Production:** Studio or mobile, record and edit podcasts, audio, PSAs, and voiceovers.
- **Project Support:** Manage website projects, coordinate initiatives, and deliver workshops and training.

Selected Experience

City of Warren | Police and Community Trust Initiative | Campaign strategy, execution, public outreach, and reporting. Campaign identity, audio series, mini-documentary, website, and social content. Survey development, administration, and analysis (849 completions). Repeat stewardship contract awarded.

Trumbull County Combined Health District | Brand strategy for clear, consistent agency and public health messaging; Immunization communications strategy; team consultation; survey design support; and graphic design of collateral, including communications adapted for Amish communities.

Additional Government and Nonprofit Experience

- **Youngstown State University, Guin Fit** | Six-episode community health podcast; CDC REACH physical activity success story video with accessibility support.
- **Ohio Commission on Service and Volunteerism** | Video Production, photography.
- **Healthy Community Partnership-MV** | Marketing consultancy, brand strategy development; social media strategy and management; video production, event photography, and audio production.
- **Flying HIGH Inc.** | Marketing consultancy; social media strategy, management, and reporting; video production, photography, audio production, and Orchestra Social social media management software.
- **Trumbull Neighborhood Partnership** | Campaign planning, video production, and photography.
- **BRITE Energy Innovators** | Marketing consultancy; social media strategy, advertising, management, and reporting; video production and photography.
- **Valley Partners** | Marketing workshop instruction for grant funded business and nonprofit cohorts.

Company and Procurement Information

The D5 Group, LLC | OHIO MBE AND EDGE | ODOT DBE | Nationwide service | UEI: ZPVGJNJY9BM4

Award: 2026 Gold ADDY, Public Service Campaign Film/Video/Sound

NAICS: 541613 Marketing Consulting Services (Primary)

541810 | 512110 | 541922 | 541921 · 519290

UNSPSC Codes: 80101600 | 80141500 | 80141600

80161500 | 82101800 | 82131600

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