

Marketing Consultation Services



We began for several simple reasons:

1

**We believe government can be a better purchaser
in health and human services.**

2

**We believe good organizations can grow
to be great organizations.**

3

**We believe organizations that plan strategically,
spend wisely and execute in unison will thrive.**

4

**We believe we can positively and sustainably influence
the system wherein the government and private sectors
collectively work in coordinated responsibility
for service delivery to children and families.**

With those simple tenets in principle, and through the
passionate focus of seasoned professionals who form

**THE
WASHINGTON GROUP**

we set sail on an incredible journey of

Serving You, So You Can Serve Others

Marketing Consultation Services

ORGANIZATIONAL OVERVIEW

The Washington Group is a consulting firm serving managed care, child welfare and behavioral health organizations in both the public and private sectors. Our goal is quite simple: **Serving You, So You Can Serve Others.** To accomplish that goal we utilize our knowledge and experience to enhance operating efficiencies and position our clients correctly with key stakeholders.

Perhaps our greatest asset is our understanding of state government – how it works, how it funds the work and how it evaluates the work. Under the direction of **M.J. Elwood, Marketing Strategy Lead**, The Washington Group works with our clients to add to their bench strength, increase their knowledge base and assist our government partners to drive systems change by focusing on three key areas: **Market Research, Branding/Marketing Strategy and Communications.**

MARKET RESEARCH

Building a successful strategy depends on the right insights



Understanding your audience's needs and wants so you can structure your offering accordingly



Conducting professionally-designed focus groups, interviews, and surveys for first-hand insights



Assessing the marketplace and identifying competitive weaknesses and key opportunities

BRANDING / MARKETING STRATEGY

Finding the best way to reach your target audience



Clarifying what your organization represents, to whom, and why, so you can work more effectively and more efficiently



Candidly evaluating what works -- and what doesn't -- in your current go-to-market approach



Creating a dynamic new brand or revitalizing your existing equity for increased relevance and appeal

COMMUNICATIONS

Delivering a clear, concise, and compelling message



Positioning your organization in a well-defined and truly differentiated manner



Designing and printing new logos, customized graphics, sales sheets, and leave behind materials



Developing a fresh and functional new website so you can put your best foot forward

MARKET RESEARCH

Understanding what motivates your target audience

If you don't know have an in-depth understanding of what your audience is really searching for, all your service offerings and communication efforts will simply be based on hope and guesses. With nearly 20 years of classical marketing experience gained from 'Fortune 500' companies and well-known non-profits, we are experts at uncovering the motivations that drive key decision-makers.

Finding actionable insights through professional market research

The best way to find out what your audience thinks is to ask them. But what type of research is best: should you use focus groups, one-on-one-interviews, or quantitative surveys? And once you've decided upon the type of research best-suited to your needs, how can you be sure you've hired a top-of-the-line facilitator? Will you be able to avoid the eight pitfalls that make novice surveys virtually useless (or worse: dangerously misleading)? When you work with The Washington Group, you can be assured that you'll have an experienced research professional leading your project every step of the way. At the end of your research, you'll have a clear-cut set of recommendations that will help you feel confident that you're making market-driven decisions.

Conducting a thorough competitive analysis to identify hidden opportunities

It's easy to get so busy with day-to-day work that there's no time objectively evaluate the strategic opportunities right in your backyard. We provide trained eyes and a fresh perspective that can help your organization discover exciting service areas and viable new targets.

BRANDING / MARKETING STRATEGY

Determining what your organization represents now... and what it could become

The first step in creating an engaging brand is to simply take stock of what you currently offer your target audience. Every brand has its assets and liabilities, and an honest, unbiased assessment can help you decide what to build upon and what to leave behind. After that, we can identify where you ultimately want your organization to go... and the strategies and tactics that will bring you there.

Creating an entirely new brand or breathing new life into your existing one

Our marketing expertise includes brand creation as well as brand revitalization. Each process has a distinct path, and we'll guide you every step of the way. You and your staff will be fully engaged in crafting a marketing approach that is unique to your organization.

COMMUNICATIONS

Determining what makes your organization different from all the rest– and letting the world know

Wouldn't it be amazing to stand out from the competition in a way that makes you a clear winner? We can help you create a dynamic and engaging USP (Unique Selling Proposition) that gives you a sustainable advantage over your competition.

Designing effective, eye-catching new marketing materials

Deciding what to say is one thing; expressing it in a way that engages your target audience is an entirely different challenge! We'll help you develop your branding and marketing materials, whether you're looking for a new logo, sell sheets and leave-behind collateral, business cards/stationery, presentations or customized infographics.

Developing a fresh new website that you'll be proud to call your own



Have you outgrown your website? Do you feel like you're just not putting your best foot forward online? The Washington Group can help you present a fresh new face to the world, one that truly reflects the strengths of your organization and its people. Shedding an old website for one that helps rather than hinders you is a liberating experience you'll wish you'd done sooner!

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*“We love the art and science
of serving you well.”*

Mark A. Washington
Managing Partner

MARK A. WASHINGTON MANAGING PARTNER

Mark formed The Washington Group (TWG) in 2012 in response to the wide-ranging needs of child welfare, behavioral health agencies and managed care organizations in the public and private sector. Mark modeled TWG according to the philosophy of **“Serving You, So You Can Serve Others.”** as a daily mantra that those who serve the most vulnerable can improve and perform their work more effectively through stronger contract relationships, improved planning and strategies, and efficient systems.

He previously served as the Assistant Commissioner of the Georgia Department of Human Services, overseeing the state Division of Family and Children Services (DFCS) as the state’s Director. Mark also worked with the Annie E. Casey Foundation in child welfare systems consulting, and previously led the Kentucky human service and child welfare system as the Commissioner of the Department for Community Based Services. Mark entered the world of government administration from the private sector under the service of the health and human services Secretary Mark Birdwhistell as the Executive Officer for Health. During his Kentucky service, Mark led several redesigns for the private provider community that increased prevention and family preservation services by over 200%. Mark was the recipient of the 2008 National Leadership Award from Prevent Child Abuse of America, recognizing his leadership efforts to transition systems and funding into a prevention and preservation approach across the state.

He brings a unique perspective to child welfare from his roots and early career in business. His prior background includes roles as the Director of Consulting Services for the Midwest office of a Fortune 500 firm and a former public accountant in the small business practice for Ernst and Young LLP. Mark currently serves as the Chair of United Way of Greater Atlanta Financial Stability Network Collaborative. He has authored articles for the American Public Human Services Association Policy and Practice, daily newspapers, and interviewed frequently on the merits of child welfare privatization.

A Texas native, Mark also serves as Vice Chairman of the Board of Directors of Arrow Child and Family Ministries, a Houston-based national family services agency and as a Board member of Operation Mobilization USA, an Atlanta-based international missions-sending organization serving 110 countries and over 6,200 missionaries. Mark and his wife Kristie live in Cumming, Georgia with their four daughters. He enjoys movies, dinner dates with his wife and spoiling his daughters.



“Once your brand message is clear, concise, and compelling, a whole new world opens up for you.”

M.J. Elwood, MBA
Marketing Strategy Lead

M.J. ELWOOD, MBA **MARKETING STRATEGY LEAD**

The hallmark of Marie’s career has been a passion for building strong brands and creating marketing messages that are clear, concise, and compelling. Over the past twenty years, Marie has worked in brand management and consulting for some of America’s best-known companies, including Colgate, General Mills, Hormel, and The Salvation Army. As of 2013, her new product and positioning work for ‘Fortune 500’ firms has resulted in over \$1.3 billion in annual sales.

As a marketing professional, Marie’s specialties include new product development, brand positioning/re-positioning, and customer research. She loves nothing more than tearing a tough challenge apart and finding a fresh approach that lets an audience “get it” quickly and easily.

Marie holds an MBA in Marketing from The University of Minnesota and a BA in English from The University of Michigan. Her perspective has been published nationally in ‘BrandWeek’, ‘American Demographics’, ‘Business 2.0’, and The Carlson School of Business alumni magazine. When she’s not tinkering with graphic design or knee-deep in the garden, Marie’s headed out on a run with her husband, two daughters, and their dogs.

THE WASHINGTON GROUP

 295 W. Crossville Road,

Suite 110, Roswell, Georgia 30075

 678-671-3900  678-671-3901

www.washingtongrp.com

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