

BUSINESS DEVELOPMENT, WORKSHOPS/TRAINING, PROPOSAL MANAGEMENT, COMMUNICATIONS

Marketing Focused on Professional Services

Working with your marketing team or as your outsourced marketing director we help you understand your customers, navigate the marketplace, and build awareness of your firm to targeted audiences.

From proposals to presentations, from brochures to blogs, we can help capture potential client interest to grow business. A woman-owned/HUBZone consulting firm, Andana is a proposal management and marketing agency that helps firms win the work they want.

Whether you run a small business or are part of a global corporation, differentiation of your organization through compelling, consistent marketing and creative, compliant proposals are keys to success. We work with each client to build their plan and make it happen.

NAICS Codes

- 541430 Graphic Design Services
- 519190 All Other Information Services
- 541490 Other Specialized Design Services
- 541611 Administrative Management & General Management Consulting Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541910 Marketing Research
- 561110 Office Administrative Services
- 561410 Document Preparation Services

Why Andana?

Our expertise comes not only from our work with numerous businesses, but also from our involvement with leading industry organizations. Through our active membership and leadership positions in these organizations, we stay abreast of emerging trends, challenges, and existing best practices.

Beyond our credentials and experience, you'll find we have a collaborative, flexible and award-winning team of professionals with a strong work ethic. We are strategic thinkers. We listen. We collaborate. We are committed to our clients' success.

Quick Info

General Information

DUNS: 079413465

EIN: 467576718

UEI: CEL3KX68KUH5

Year Incorporated: 2014

State of Incorporation: MD

Corporate Status: LLC

Cage Code: 75CM1

SBA Certifications

- Woman-Owned Small Business
- HUBZone Small Business

Contact

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Proposal Management

Strategic solutions to win market share and name recognition.

- Strategy / Win Themes
- Teaming
- Development and Management
 - » Kick-off through Delivery
 - » Technical Writing
 - » Graphics
 - » Reviews
- Debrief Preparation
- Interview Strategy and Coaching
- Presentation Development

Strategic Planning

Capture potential client interest and keep them engaged.

- Vision Planning
- Business Development Assessments / Review
- Ongoing Business Development Planning
- Lead Tracking / Market Research

Communications

Increase awareness of your organization with consistent outreach.

- Media Relations
- Public Involvement / Public Outreach
- Event Production
- Branding and Positioning
- Templates and Graphics
- Brochures and Capability Statements
- Marketing Audit
- Strategic Planning
- Market Research and Assessments
- Client Surveys
- Website Content, Blogs
- Email / Newsletters

Workshops/Training

Bring our expertise to you. We offer training and workshops for small and large businesses.

- Building High-Performing Teams
- Positioning and Differentiating Your Business
- Content Creation and Social Media to Build Your Brand
- Finding Focus: Developing a Dynamic and Effective Marketing Plan
- Planning to Win Federal Contracts
- Streamlining the Proposal Process

Our Team Offers Tailored

- Seller-Doer Training
- One-on-One Proposal Training
- Customized Workshops for your Team or Retreat

