



THE MINER AGENCY

CONTACT

Christine Miner
Principal & CEO

@ Chrissy@themineragency.com

631 S Houston Lake Rd. Ste 400
Warner Robins, GA 31088

www.themineragency.com

478-845-6010

DUNS

081234492

CAGE CODE

847M4

UEI

VLUWWKDLLTN9

NAICS CODES

512110, 541430, 541511, 541611,
541613, 541618, 541720, 541810,
541820, 541830, 541840, 541850,
541860, 541890, 541922, 541990,
561110, 561920, 561990, 611430

IN BUSINESS SINCE

MAY 2018

CERTIFICATIONS



*WOSB / EDWOSB IN-PROGRESS

CAPABILITY STATEMENT

The Miner Agency is a highly experienced and versatile company specializing in comprehensive marketing, public relations, and data services in both the public and private sectors. With a strong commitment to delivering exceptional results, we offer a wide range of services to meet the unique needs of our clients.

CORE COMPETENCIES

Marketing and Public Relations Expertise

- Extensive experience in developing and executing effective marketing and public relations strategies.
- Proven track record of success in both public and private sector projects.

Strategic Planning and Analysis

- Proficiency in creating comprehensive marketing plans, communication plans, and SWOT analyses.
- Expertise in C-suite messaging and management consulting to guide strategic decision-making.

Media Relations and Communications

- Established relationships with media outlets.
- Crisis Communications experts.

Advertising and Design Services

- Design and management of print and digital ad campaigns.
- Graphics design for print and digital applications.

Branding and Web Services

- Specialization in branding services, including logo design and brand identity development.
- Web design, coding, and hosting services for creating and maintaining online presence.

Data Analysis and Business Intelligence

- Data coordination and analysis to drive data-driven decision-making.
- Data aggregation
- Data visualization

Media Production and Photography

- Scripting, storyboarding, editing, and production of short and full-length video projects.
- Professional aerial, action, and studio photography services.

SERVICES



BUSINESS INTELLIGENCE

Transform data into insights, aiding decision-making, identifying trends, optimizing processes, and driving business growth and efficiency



DESIGN + PRODUCTION

Print collateral, advertising, tradeshow graphics, presentations, proposal decks, identity creation



VIDEO PRODUCTION

Script development, storyboarding, video/photography production, editing, animations and graphics, talent contracting



STRATEGIC MARKETING

Market research and audits, strategic planning, partnership opportunities, goal setting/benchmarking



CREATIVE SERVICES

Develop print and digital design solutions that are visually powerful, strategic and measurable



WEB & APP DEVELOPMENT

UI/UX design, programming, accessibility and compliance, security and metrics monitoring, maintenance



SOCIAL MEDIA

Management/promotional posts, post amplification, and fan acquisition



PUBLIC RELATIONS

Develop custom strategies to help you reach your communication goals and tell your story



LEGISLATIVE/ POLICY AGENDAS

Development of and implementation of legislative priorities and policy agendas



BRANDING

Naming and positioning, message development, identity programs, brand management and protection



SEO + SEM

Search engine optimization/marketing, keyword/market research, advertising



ADVOCACY

Extensive track record of compelling others to act based on compelling logic and reasoning

PAST PERFORMANCE

Enhancing Economic Prosperity in Macon-Bibb County: A Comprehensive Marketing and Public Relations Endeavor

Project Overview:

The Macon-Bibb County Industrial Authority (MBCIA) stands as the vanguard of economic development within the county, dedicated to fostering an environment conducive to business growth, job creation, and community prosperity. Our efforts have successfully positioned the county as an attractive destination for businesses, investors, and talent resulting in a \$652 Billion projected investment for FY22 alone.

Transforming the Museum of Aviation: A Success Story of Rebranding and Growth

Project Overview:

The Museum of Aviation faced challenges in outreach, website design, and brand management. To address this, we implemented various strategies and tactics including website enhancements, pop-up promotions, improved event registration, an expanded online shop, targeted emails, and physical awareness campaigns. The results were impressive:

- Web traffic increased by 800% per month
- Museum visits increased by 100k in a year
- 30% increase in education program attendance
- 200% increase in fundraising and sponsorships

Multinational Financial Institution Achieves 22% YoY Customer Growth Through Innovative Data Analysis and Predictive Modeling

Project Overview:

A multinational financial institution undertook a strategic initiative to analyze customer data alongside prospect and government data. By integrating predictive modeling, they gained profound insights into how customer and prospect behaviors impact future growth. This effort led to a remarkable 22% Year-over-Year (YoY) increase in customer growth, optimizing acquisition channels and upselling opportunities.