MCNM MARKETING

CAPABILITY STATEMENT

Digital Marketing | SEO | Web Development | Graphic Design
Grant Writing | LED Truck Advertising

UEI	CAGE CODE	NEVADA ESB	PRIMARY NAICS	FOUNDED
QPLZU59UGV74	9L1L6	Tier 1 Certified	541613	2016, Las Vegas

COMPANY INFORMATION

Legal Name: MCNM, LLC (trading as MCNM Marketing)
Principal: Michael O. Franklin Jr., Owner & Founder
Address: 5450 W. Sahara Ave, Suite 320, Las Vegas, NV 89146
Phone: (702) 608-4226
Website: mcnmmarketing.com
Email: mcnmmarketing@gmail.com
BBB Rating: A+ (Better Business Bureau Accredited)
Certifications: Nevada Emerging Small Business (ESB), Tier 1 | NMSDC Capital Readiness Program Graduate | Adobe Creative Educator | HubSpot Inbound Certified
Business Type: Minority-Owned Small Business
Service Area: Southern Nevada | Southern California | Northern Arizona

Verify credentials

CORE COMPETENCIES

Marketing & Communications	Design & Digital
Full-Service Digital Marketing Strategy	Graphic Design (Print & Digital)
Brand Development & Identity	Website Design & Development
SEO / Local SEO / Technical SEO	Logo & Visual Identity Systems
Social Media Management & Campaigns	Marketing Collateral & Advertising Materials
Email Marketing & Automation (HubSpot)	Adobe Creative Suite Production
Content Strategy & Copywriting	Video & Motion Graphics Coordination
Paid Search & Social Ads (Google & Meta)	LED Truck Mobile Billboards & Ad Design
Grant Writing & Nonprofit Support	**Agency & Platform Expertise**
Federal, State & Foundation Grant Writing	Google Workspace & Analytics
Nonprofit Grant Strategy & Research	HubSpot CRM & Marketing Hub
Grant Application Management	Meta (Facebook/Instagram) Ads Manager
Program Narrative Development	HighLevel CRM & Automation
Budget Justification & Reporting	WordPress, Mailchimp, QuickBooks Online

DIFFERENTIATORS

- **Nevada ESB Certified (Tier 1)** — Supports state and Clark/Washoe County ESB goals on purchases under $50,000
- **A+ BBB Rating** — Verified credibility and professional accountability
- **Multi-Sector Experience** — Active portfolio spanning nonprofits, construction, healthcare, faith-based orgs, retail, and government-adjacent programs
- **Scalable Systems** — Agency infrastructure supporting 45+ websites and client accounts simultaneously
- **Grant Writing Track Record** — Active nonprofit grant engagements across Southern Nevada
- **In-House LED Truck** — Mobile billboard for public-awareness campaigns and events across the Las Vegas valley
- **Client-Owned Accounts** — Agencies keep their accounts and data; ad spend is billed directly, never marked up
- **Local Market Expertise** — Deep roots in Las Vegas business and nonprofit communities with active BNI and Chamber relationships
- **Co-Host, Pit Bull Faith Podcast** — Demonstrated content creation and media production capability

RELEVANT PAST PERFORMANCE

Client / Project	Scope of Work	Deliverables
T4 Construction	Full Branding & Digital Marketing	Brand identity, website, SEO, social media
BNB Solutions	Digital Marketing & CRM	HubSpot setup, email campaigns, lead gen
Southern Nevada Health Pass	Social Media Campaign Management	Content creation, Facebook publishing, engagement
Arbecy Foundation (Nonprofit)	Grant Writing & Brand Design	Grant applications, logo vectorization, collateral
Philippine Times	Digital Marketing & Web	WordPress content, SEO, social media management

RELEVANT NAICS CODES

NAICS	Description	NAICS	Description
541613	Marketing Consulting Services	**541850**	Indoor & Outdoor Display Advertising
541810	Advertising Agencies	**541830**	Media Buying Agencies
541430	Graphic Design Services	**541519**	Other Computer Related Services
541511	Custom Computer Programming Services	**518210**	Computing Infrastructure, Data Processing & Web Hosting
541820	Public Relations Agencies	**541690**	Other Scientific & Technical Consulting Services

POINT OF CONTACT

Michael O. Franklin Jr.
Owner & Founder — MCNM, LLC (MCNM Marketing)
Phone: (702) 608-4226 **Email:** mcnmmarketing@gmail.com
Website: mcnmmarketing.com Government Marketing Services
Office: 5450 W. Sahara Ave, Suite 320, Las Vegas, NV 89146

MCNM Marketing is ready to deliver results for your agency. We bring certified expertise, proven systems, and a results-first approach to every engagement. We welcome the opportunity to discuss how our capabilities align with your specific requirements.



Our LED truck in Las Vegas