

Full-service marketing, public outreach and automation firm. One accountable team for strategy, creative, events, media, video, digital and the systems that capture and follow up with every contact.

CORE COMPETENCIES

- **Integrated campaigns and advertising.** Strategy, creative and media for campaigns that have to reach a defined public and prove they did. Paid search, paid social and display, run by certified Google Ads and Meta Ads practitioners.
- **Public outreach and live events.** Community events, activations, trade show presence and street teams, staffed and run end to end, with attendee capture and follow-up built in so every event produces a measurable list.
- **PR, press and media relations.** Press outreach to journalists, editors and broadcast media, launch support and announcement campaigns that turn a moment into coverage and captured contacts.
- **Video production and content.** Short form and long form video, photography, graphics and social content produced for public education, recruitment and awareness campaigns.
- **CRM, automation and AI systems.** Full CRM builds: pipelines, forms, calendars, workflows and dashboards. Custom AI and automation systems that handle content production, lead scoring, outreach and reporting.
- **Web, SEO and local search.** Accessible, fast websites and landing pages, search optimization and Google Business Profile management so residents and customers can find and act on information.
- **Email and SMS programs.** Domain and sender reputation setup that keeps messages out of spam and clear of ISP level blocking, plus compliant opt-in SMS and email programs.
- **Analytics and reporting.** Certified Google Analytics tracking and plain-language reporting tied to the goals in the statement of work, not vanity metrics.

DIFFERENTIATORS

- **20+ years of brand-level execution.** Campaigns and live activations for Universal Studios Orlando, Walmart, Bacardi, Dewar's and other national brands.
- **One accountable team.** Strategy, creative, events, digital and technical build under one contract, so nobody drops the handoff between vendors.
- **Systems that keep running.** We deliver working systems with documentation and training, not a campaign that stops when the contract does.
- **Measured from day one.** Every deliverable is tied to a number the agency cares about: reach, registrations, attendance, inquiries or enrollments.

COMPANY DATA

Legal name: KamKal Marketing & Media, Inc.

Business type: Small business

Service area: Florida, nationwide, Caribbean

PSC: R701, R708

Certifications: Google Ads, Google Analytics, Meta Ads

NAICS CODES

541810 Advertising Agencies (primary)

541613 Marketing Consulting Services

541820 Public Relations Agencies

541830 Media Buying Agencies

541890 Other Services Related to Advertising

541430 Graphic Design Services

512110 Motion Picture and Video Production

541511 Custom Computer Programming Services

561920 Convention and Trade Show Organizers

PAST PERFORMANCE

Universal Studios Orlando

Walmart

Bacardi

Dewar's

Patron

Brugal

Wendy's

Humana

POINT OF CONTACT

Reneé Fouché

Director of Marketing and Partnerships

407-476-3949

rfouche@kamkalmarketing.com