



About Diversity Marketing and Communications

Diversity Marketing and Communications applies the science of human decision-making to inform, influence, and change behavior. Combined with plain language, cultural adaptation, and accessibility, we build communications campaigns that close the gap between awareness and action. Our approach yields meaningful and measurable results, particularly among audiences who may not readily connect with traditional marketing and media tactics.

Diversity has been delivering solutions that support public awareness and education; stakeholder involvement and engagement; strategic communications; lead generation; and other initiatives for public agencies, businesses, and non-governmental organizations since 2004. Our research-based, multi-channel campaigns include key performance indicators (KPIs) plus call to action that track program effectiveness. All campaigns are scalable—from a national or regional level to hyper-local as needed.

Diversity is competitive with larger metropolitan agencies, yet maintains an entrepreneurial spirit, personal touch, and heartfelt passion for every project. We augment our core team of senior professionals with subject matter experts and key opinion leaders who collectively deliver high-value, customized, and responsive insights.

OUR SERVICES:

- Multi-channel marketing campaigns
- Public/stakeholder outreach and engagement
- Strategic planning and messaging
- Digital marketing: social media, websites, video
- Paid advertising and public service announcements (PSAs)
- Copywriting and editing
- Graphic design, including Section 508 compliance
- Market research, including focus groups, interviews, and surveys
- Media relations
- Events

CONTACT:

Susan Gilbert Cohen, Managing Partner
973.377.0300, ext.11

susan.cohen@diversitymc.com

diversitymc.com   

Government credit cards accepted

Let our certified woman-owned small business help you dig deep, think big, and drive change.

Facts

Supplier Diversity Certifications

- State of New Jersey (DBE, WBE, E/SBE)
- State of New York (DBE, WBE)
- State of Connecticut (DBE)
- New York City (WBE)
- Port Authority of New York & New Jersey (WBE)
- U.S. Small Business Administration Economically Disadvantaged Woman Owned Small Business (EDWOSB)
- Women's Business Enterprise National Council (WBENC)

Government Contract Vehicles and Certifications

- GSA Multiple Award Schedule (Contract #47QRAA22D0003)
- U.S. System for Award Management (SAM)
- New Jersey Department of Transportation – Cost Basis Approved

NAICS Codes

- 541613 Marketing Consulting Services
- 541820 Public Relations Agencies
- 541810 Advertising Agencies
- 541430 Graphic Design Services
- 541511 Web Based Marketing
- 541910 Marketing Research and Public Opinion Polling
- 512110 Motion Picture and Video Production
- 541840 Media Representatives
- 561110 Office Administrative Services
- 561920 Convention and Trade Show Organizers
- 541870 Advertising Material Distribution Services
- 541860 Direct Mail Advertising
- 511120 Periodical Publishers
- 511199 All Other Publishers

- 519110 News Syndicates
- 519190 All Other Information Services
- 541511 Custom Computer Programming Services
- 812990 All Other Personal Services

Past Performance

Federal

- Appraisal Subcommittee of the FFIEC
- National Institutes of Health
- U.S. Department of Agriculture
- U.S. Department of Labor

State/Regional and Higher Education

- Essex County (NJ) Prosecutor's Office
- Essex County (NJ) Sheriff's Office
- Hudson County (NJ) Office of Emergency Management
- Long Branch (NJ) Housing Authority
- Metropolitan Transportation Authority (MTA)
- New Jersey Department of Community Affairs
- New Jersey Department of Environmental Protection
- New Jersey Department of Health
- New York State Department of Transportation
- Port Authority of New York & New Jersey
- Rutgers University

Private Sector

- ICF International
- Mason Tillman and Associates
- Natural Resources Defense Council
- Princeton Partners
- PSEG
- Spruce Technology
- Tetra Tech Inc.
- Urban Engineers

Leverage Diversity's network of MBE, WBE, DBE, SDVOSB, and 8(a) partners to tap the creativity and resourcefulness of small businesses. Learn more about this unique team and how we can help meet goals and requirements. Visit diversitymc.com