

# MARLEY NONAMI



## Bethanie Nonami

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## About Us

Our team brings nearly 30 years of private sector experience and innovative thinking to organizations and agencies. We create ways to get better before the market or their organization demands them. We create solutions to problems before they become your problem.

CEO Bethanie Nonami is the published author of *"Discovered: Dominate Online and Voice Search Without Wasting Time or Money"*.

## NAICS Codes

541511 - Computer Programming Services

541611 - General Consulting Services

541613 - Marketing Consulting Services

541910 - Marketing Research and Public Polling

519130 - Internet Publishing, Broadcasting  
and Web Search Portals

DUNS NUMBER: 08-077-7414

DATE FOUNDED: 2013

TYPE OF BUSINESS: S-Corp

CERTIFICATIONS: WBENC, NMSDC, DBE,  
ACDBE, SBE, MBE, WBE, WOSB

# Capabilities Statement

STRATEGY, INNOVATION, AND  
TRANSFORMATIVE SOLUTIONS



## Core Competencies

Marley Nonami Incorporated help ambitious organizations solve complex business problems with innovative thinking and technology. Using our proven proprietary Research-Based Innovation Methodology, we help clients develop platforms, services, and experiences people love.

- Our Team Has The Best-In-Class Skills And Industry Expertise
- Our Top-Notch Service Makes Us Prime Choice To Tackle Your Problems
- Strategic Planning And Future-Focused Technology Solutions
- Innovative Design, Thinking, And Mentorship
- Emerging Technology Specialists
- AI Automated ADA Website Compliance
- Voice Experiences (Alexa, Google), Conversational Chatbots
- Mobile Web & App Development
- Website Design, Integration, Optimization, And Automation
- Search Engine Optimization (SEO), Structured Data, And Schema
- Customer Experience (CX) Programs
- Strategies For Digital Marketing, Social Media, And Online Presence
- Years Of Knowledge, Innovative Insight, And Custom Solutions So That Organizations Succeed In The Fast-Evolving Tech And Business Ecosystem



## Past Performance

**Service:** Used market and competitive research to create an innovative strategy for a multi-national company struggling in the US market.

**Results:** Company used insight and strategy to increase sales from \$3M to over \$16M in two years.

**Service:** Conducted customer research and developed a strategy to improve engagement and increase the value of service offerings.

**Results:** Decreased overhead by \$250K and increased sales by \$500k. A net win of almost a million dollars in eight months.

**Service:** Provided a current state analysis, market and online research. Launched website with new creative, copy, and Google focused elements.

**Results:** Traffic increased by 4X. Conversion rate increased to 40% from 12%. One hundred percent of leads were from digital presence.



## Differentiators

- Specialize in dynamic result-based strategies.
- Experts in increasing productivity and reducing cost with technology solutions, processes, and automation.
- We use technology to solve business problems and make life easier.