CAPABILITY STATEMENT

Required Marketing Group Inc.

Full-service advertising and marketing: strategy, creative, production and media placement across TV, radio, streaming, digital, social and out-of-home.

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PRIMARY NAICS
541810 Advertising Agencies

Small Business
Black American-Owned
Minority-Owned Business

A Company Overview

Required Marketing Group Inc. is a full-service marketing and advertising agency. Incorporated in New York in 2013.

We plan, produce and place campaigns across television, radio, streaming, digital, social and out-of-home media, and we provide strategy, creative, branding and public outreach.

The company is led by **Seion Pyle Sr.**, Owner & CEO, and has business addresses in New York, NY and Houston, TX.

B Core Competencies

Media planning and buying
TV, radio, streaming/OTT, digital display, paid social, search, outdoor and print

Marketing strategy
audience and market definition, campaign planning and budget allocation

Creative and branding
concepts, copywriting, graphic design, logos and brand standards

Radio, TV and video production
scripting, voiceover, broadcast spots and short-form video

Web and digital
website design and development, SEO and pay-per-click management

Public outreach
public-awareness and community-engagement campaigns

MARKETS & CAMPAIGN SPECIALTIES

Public Awareness & Community Engagement • Public Health • Public Safety & Emergency Communications • Education & Higher Education • Workforce Recruitment • Tourism & Destination Marketing

CORE CAPABILITIES

Marketing Strategy • Media Planning & Buying • Digital Advertising • Graphic Design & Branding • Website Design • SEO & Answer Engine Optimization • Video & Audio Production • Printing & Direct Mail • Outdoor Advertising

C Services

Media planning, buying and trafficking

- Annual and campaign media plans, with flighting and budget options
- Buys across television, radio, streaming/OTT, digital display, paid social, search, outdoor, print and trade publications
- Rate negotiation, added-value requests and post-buy delivery checks
- Placement calendars, creative specs, pre-launch QA and launch confirmation

Strategy and marketing consulting

- Audience, market and competitor research
- Messaging, campaign planning and marketing plans
- Marketing audits: SEO, social, paid search and conversion

Creative, design and branding

- Concepts and copywriting for print, digital and broadcast
- Logos, brand standards and corporate identity
- Brochures, flyers, postcards, signage and banner ads

Production

- Radio and TV spots, from scripting through voiceover
- Promotional, informational and social video

Web and digital marketing

- Custom, mobile-responsive websites and landing pages
- Search engine optimization (SEO) and pay-per-click (PPC) management
- Social media content, community management and paid social
- Email marketing and content writing

Direct mail and print

- Direct mail campaigns and targeted mailing lists
- Coordination of marketing and large-format printing: banners, displays, brochures and flyers

Public outreach

- Public-awareness and community-engagement campaigns
- Press and outreach materials

Required Marketing Group Inc. · Capability Statement

D Differentiators

One accountable lead: a single point of contact for every engagement, with direct escalation to the Owner & CEO.

Transparent media buying: media billed at net cost, with vendor invoices and proof of performance attached.

You own your data: digital ad accounts are set up in your name, with us as a managing user.

Reporting you can check: monthly reports against agreed KPIs, a live dashboard for digital, and quarterly reviews.

Broadcast and digital in one plan: TV, radio, streaming, digital, social and out-of-home, coordinated from a single plan.

Established 2013: a New York corporation.

Small Business: Black American-Owned Minority-Owned Business.

Government purchase card accepted.

E Our Approach

1. **Discover:** a kickoff with your team, an audit of past campaigns and ad accounts, and measurement setup.
2. **Define audiences and markets:** by geography, audience type and priority, with the rationale and data sources behind each recommendation.
3. **Allocate budget:** an annual plan with channel-mix options, expected reach and cost ranges, so you can make a clear choice.
4. **Plan by campaign:** objectives, KPIs, channel roles and a test-and-learn element.
5. **Approve and launch:** you approve every plan and buy before placement.

Execute: a master placement calendar, a creative checklist and QA before launch. We confirm launch within 24 hours of go-live, with screenshots or affidavits.

Report: a monthly report on spend against plan, reach, engagement, conversions and cost per result, plus a quarterly review and a year-end summary. We are clear about the limits of attribution.

Optimize: weekly digital optimization, one tested hypothesis each quarter, budget shifts above agreed thresholds only with your approval, and make-goods pursued for any under-delivery.

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F Team

Role	Name	Responsibilities
Owner & CEO	**Seion Pyle Sr.**	Contract accountability, strategy oversight, escalation; primary contact

G Company Data

Item	Detail
Legal name	REQUIRED MARKETING GROUP INC.
UEI	PHN3GX85VAV6
CAGE code	9FH07
Entity	New York corporation, established 2013
Business type	Small Business · Black American-Owned Minority-Owned Business
SBA certifications	None
Payment	Government purchase card accepted
Primary NAICS	541810 Advertising Agencies

NAICS codes

NAICS	Title
541810 **(primary)**	Advertising Agencies
323111	Commercial Printing (except Screen and Books)
541430	Graphic Design Services

NAICS	Title
541511	Custom Computer Programming Services
541613	Marketing Consulting Services
541830	Media Buying Agencies
541840	Media Representatives
541870	Advertising Material Distribution Services
541860	Direct Mail Advertising
513110	Newspaper Publishers
541850	Indoor and Outdoor Display Advertising
541890	Other Services Related to Advertising
516110	Radio Broadcasting Stations
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
541519	Other Computer Related Services
485320	Limousine Service

Product and service codes (PSC)

PSC	Title
9905	Signs, Advertising Displays, and Identification Plates
7540	Standard Forms
7510	Office Supplies
7530	Stationery and Record Forms
7520	Office Devices and Accessories
9999	Miscellaneous Items

Leadership, Team & Strategic Media Partners

Required Marketing Group Team

Name	Role / Title	Responsibilities
Seion Pyle Sr.	CEO & Founder / Director & Strategist	Leads agency strategy, creative direction, client relationships, and overall contract delivery.
Clairmont Pyle	Director of Business Development	Leads business development, partnership opportunities, and client growth.
Nicole Lane	Accountant	Supports financial reporting, billing, and accounting operations.
Brian Smith	Director of SEO, AEO & Content	Leads search engine optimization, answer engine optimization, and content strategy.

Strategic Media Partners

Required Marketing Group extends its in-house capabilities through media partners supporting digital advertising, programmatic buying, and campaign performance.

Name	Role / Title	Responsibilities
Jennifer Temple	National Director	Partner contact for digital media coordination and advertising solutions.
Robert Brill	Founder & CEO	Provides executive oversight and escalation support for contracts, billing, and performance. Advertising experience since 2003; programmatic experience since 2011; more than $100 million in managed ad spend.
Lynda Flores	Director of Accounts	Oversees account management, coordinates client and technical teams, and supports performance reviews and issue resolution.
Chetan Miller	Associate Director of Accounts	Supports account coordination and campaign management.

Markets & Communications Expertise

Marketing and communications solutions tailored to institutional goals, public outreach, and audience engagement.

Education & Higher Education

Student recruitment, enrollment campaigns, institutional branding, and campus communications.

Public Safety & Emergency Communications

Safety awareness, emergency preparedness, recruitment, and time-sensitive public messaging.

Public Health Communications

Health education, prevention campaigns, service awareness, and community outreach.

Public Awareness & Community Engagement

Public information campaigns, program promotion, stakeholder outreach, and community participation.

Nonprofit & Community Organizations

Mission-driven branding, fundraising campaigns, volunteer recruitment, and program outreach.

Workforce Recruitment & Employer Branding

Recruitment advertising, employer positioning, candidate engagement, and hiring campaigns.

Tourism & Destination Marketing

Destination branding, visitor campaigns, event promotion, and travel audience engagement.

Political

Campaign branding, voter outreach, issue advocacy, and political advertising.

Client References

Client	Relevant market	Work
CompuTrain Inc.	Education & Training	Brand identity, business card design, and promotional materials
Bethel Pentecostal Fellowship	Faith-Based & Nonprofit Organizations	Logo design, visual identity, and community outreach materials

Delivered branding, website development, promotional materials, outreach, and advertising for 10+ years.

CONTACT

Required Marketing Group Inc.

PRIMARY CONTACT

Seion Pyle Sr.
Owner & CEO

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Have a requirement coming up?

Contact **Required Marketing Group Inc.** about an RFQ, RFP, sources-sought notice or purchase-card buy. Call (844) 978-1051 or email mail@requiredmarketing.com.

Email Us

Required Marketing Group Inc.
Primary Contact
Seion Pyle Sr.
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