



WaveLength Market Analytics, a certified SBA 8a, Native American-owned, woman-owned small business is a full-service marketing and analytics services and infrastructure integration firm with nearly 20 years of innovating in marketing, analytics, technology, and communications solutions.

Our highly-experienced team covers a wide range of skills including analytics, research, insights, strategy, design, creative, marketing content, technology development and infrastructure integration. Together, we understand and connect customers, generate awareness and new demand, and improve customer experiences.

With insights, strategy, technology, and content practices, we perform services in-house and with partners. Boasting a long record working with the world's largest and fast-growing organizations, WaveLength uncompromisingly delivers to the highest quality, meeting or exceeding client goals every time.

We have strong understanding of enterprise and government research and marketing needs with growing contracting and procurement experience. Services are performed as individual projects, integrated campaigns and programs, as well as multi-phase marketing, analytics and marketing technology solutions.

Our Services

Research & Analytics: Market, customer, human resources, program and public policy evaluation

Insights & Intelligence: Methodology development, strategy, primary research, online surveys, large data set or Big data analytics, model building, algorithm development, machine learning, focus groups, individual interviews, secondary research, internal campaigns, quality assurance, support, and infrastructure including apps for data processing and dashboards for reporting

Marketing, Advertising & Communications: Recruiting and retention, internal communications operations, outreach and public awareness campaigns, public relations and public affairs, media buying

Branding: Names, logo and identity design, tag lines, branding guidelines

Visual Presentation and Design: Web, mobile, video, and print

Web and Mobile Design and Development: WordPress development, content management system and digital experience platform implementation, responsive design, content migration, quality assurance, and accessibility

Marketing Technology: Strategy, infrastructure integration, operations, quality assurance, support, and training

Online Marketing: Blog content, search engine optimization (SEO), keyword research, SEO analytics and analysis, digital advertising

Content Strategy & Development: Content strategy, copy writing and editing and governance

Social Media: Social media strategy included paid and organic, social media management infrastructure

Program Management: Full strategy development, planning, administration, and implementation of programs including infrastructure, governance and fiscal management

NAICs: 541910, 519130, 541613, 541618, 541612, 541690, 519190, 541430, 541490, 541511, 541519, 541611, 541720, 541810, 541820, 541860, 541890, 541922, 541930, 541990, 561410, 561920, 611420, 611430, 611699, 611710, 512110, 518210

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