

HEY AARON! MARKETING

Capability Statement • Full-service digital marketing without agency bloat

UEI JN2VF5LTSE83
CAGE 23U33
NAICS 541613

CORE COMPETENCIES

- **Digital marketing strategy & consulting** — channel strategy, campaign management, and marketing operations for service organizations
- **Website design & development** — fast, secure, modern static-architecture sites on Cloudflare edge infrastructure; rebuilds, migrations, ongoing management
- **SEO & local search** — technical audits, programmatic SEO at scale (800+ page deployments), Google Business Profile optimization, AI-search readiness (AEO/GEO)
- **Paid advertising management** — Google Ads, Google Local Services Ads, and Meta campaign strategy, buildout, and optimization
- **Email & SMS marketing** — lifecycle sequences, automation, deliverability engineering, list management
- **Content & creative production** — copywriting, graphic design, and AI-assisted video production for advertising and outreach

DIFFERENTIATORS

- **Direct founder accountability** — 20+ years of marketing experience across SaaS, web hosting, and local services; the person you hire does the work
- **No long-term contracts** — month-to-month engagements; performance retains clients, not paperwork
- **Modern, low-overhead delivery** — cloud-native tooling and AI-assisted workflows at small-business pricing
- **Speed to launch** — rebuilds and campaign deployments measured in days, not quarters

PAST PERFORMANCE (COMMERCIAL)

JAC Builders — Tampa & Orlando, FL

Two-market roofing/construction digital presence: Local Services Ads diagnostics, Google Business Profile optimization, full website rebuild, Google Ads strategy.

Midwest CNC Services — Waterloo, IA

Complete website migration and rebuild to modern static architecture, improving performance, security, and maintainability.

Consent Resolve — Texas (SaaS)

Go-to-market execution: 836-page programmatic SEO deployment, multi-channel outbound infrastructure (email, LinkedIn, paid social), CRM design, launch campaign.

Lakeside Ink & Threadz — Onalaska, TX

E-commerce modernization strategy, storefront development, and lifecycle email/SMS marketing for a custom apparel retailer.

COMPANY DATA

LEGAL NAME

Aaron Phillips (Sole Proprietorship)
DBA Hey Aaron! Marketing

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CAGE CODE

23U33

PRIMARY NAICS

541613 — Marketing Consulting Services

PSC CODES

R701 — Advertising Support
R708 — Public Relations Support
T006 — Film/Video Production

BUSINESS TYPE

Small Business • Sole Proprietorship • For-Profit

SAM.GOV STATUS

Active (registered August 2026)

PAYMENT

Accepts government credit cards

CONTACT

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prime and subcontract engagements.*