



CAPABILITY STATEMENT

Mile Up Marketing Solutions
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Lead, SD 57754

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ABOUT OUR COMPANY

Mile Up Marketing Solutions is a full-service marketing and web development firm, established in 2016. We specialize in graphic design, branding, website development, SEO, and digital marketing. Focused on delivering creative, high-quality solutions, we help businesses build their online presence and achieve measurable results. We are certified Economically Disadvantaged Women-Owned Small Business (EDWOSB) by the SBA.

- Economically Disadvantaged Women-Owned Small Business Certified

- CAGE code: 9J9A2
- UEI: MURBGKTRFL14

NAICS CODES

541810 - Advertising Agencies
541430 - Graphic Design Services
541490 - Other Specialized Design Services
541613 - Marketing Consulting Services
541860 - Direct Mail Advertising

PAST PERFORMANCE

- South Dakota State Library:
Developed a website template for public libraries across South Dakota as part of a grant program. We applied the template to 50+ library websites and provide consistent hosting and maintenance services for these websites, ensuring ongoing support and functionality.
- Early Learner South Dakota:
Developed full branding, including logo design, created infographics, ran digital ad campaigns, built and maintained the website, and designed and printed trade show materials and visuals. Additionally, we managed their social media presence to enhance engagement and visibility. Early Learner South Dakota is an initiative of the South Dakota Association for the Education of Young Children (SDAEYC).
- Sanford Underground Research Facility (SURF):
Partnered to create a range of marketing materials, including rack cards, brochures, and advertisements. This work supports their initiatives, funded by the U.S. Department of Energy.

CORE COMPETENCIES

- Website Design, Development, Hosting & Maintenance:
Custom, responsive websites with a focus on usability, performance, SEO and security. Reliable web hosting services, including regular software updates, security monitoring, and backups.
- Graphic Design & Branding: Professional branding services, including logo design, infographics, and cohesive visual identities.
- Digital Advertising Campaigns: Creation and management of targeted digital ads, including Google Search and social media platforms.