

PITCH DECK



BMPBLUEPRINT LLC

STRATEGIC COMMUNICATIONS
CREATIVE DIRECTION
PROFESSIONAL WRITING
BRAND DEVELOPMENT
DIGITAL GROWTH

BRIAN@BMPBLUEPRINT.COM



BERGEN COUNTY, NJ AND BEYOND



BMPBLUEPRINT.COM



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THE PROBLEM WE SOLVE



The Problem

Business owners and leaders know their brand matters, but they don't have the time or structure to communicate it effectively.

They struggle with

- Inconsistent messaging
- Unclear websites and content
- Reactive, day-to-day communication

The Result

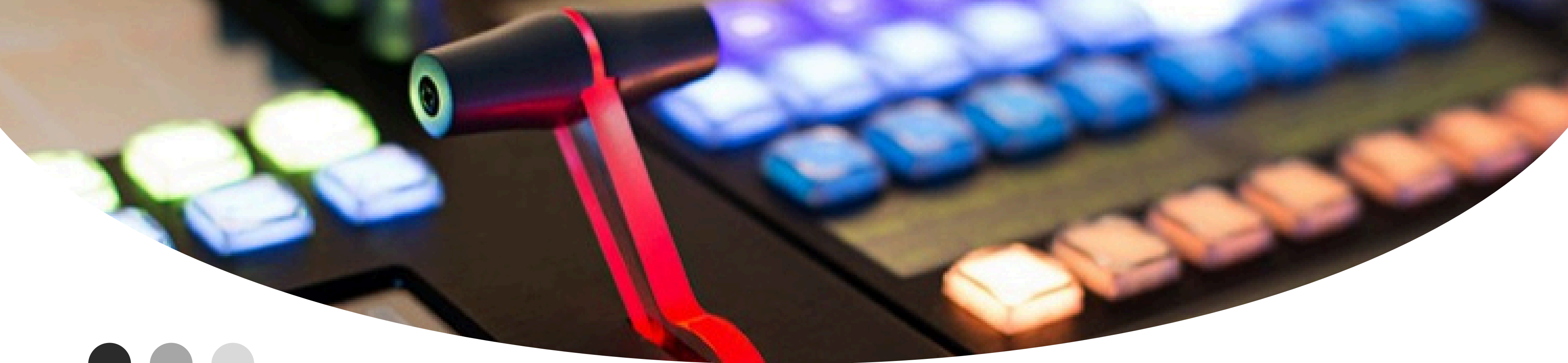
Lost credibility, missed opportunities, and slower growth.

The Solution

BMPblueprint steps in as your strategic communications partner.

We take the thinking, writing, and structure off your plate so your brand communicates clearly, consistently, and professionally without you having to manage it day to day.

We do not just execute we help you sound like the organization you are working to become.



What We Do

We help small and large businesses, schools, nonprofits, and leaders communicate clearly, creatively, and confidently. Our work blends strategic messaging, brand storytelling, website development, reputation management, and scalable communication systems that strengthen trust, visibility, and long-term growth.



A background image of a graduation ceremony with graduates in black gowns and caps, some throwing their caps into the air. The image is dimmed and serves as a backdrop for the text.

WHO WE SERVE

- Small and large businesses and brands
- Restaurants and hospitality groups
- Medical groups and healthcare organizations
- Schools and districts
- Nonprofits and community organizations
- Real estate professionals
- Creators and entrepreneurs

Our clients span industries and organization sizes but share one need: clear, compelling communication that builds credibility and drives growth.



OUR APPROACH

- **Clarity above everything**
- **Audience-centered communication**
- **Brand-aligned messaging**
- **High-quality writing and creative direction**
- **Fast, reliable turnaround**
- **Digital-first thinking that supports growth**
- **Systems that scale with your organization**
- **Collaboration that strengthens your brand voice**



CORE SERVICE: BRAND AND COMMUNICATIONS STRATEGY

Your website is your voice and your growth engine. We build and rewrite websites for clarity, professionalism, and conversion. We deliver:

- Homepage copy
- About pages
- Service descriptions
- SEO focused content structure
- Tone and voice consistency
- Content architecture and page flow
- Full website rewrites and overhauls

Bundles

Spark Page

Site Refresh

Full Website Overhaul

EVS

Products & Solutions

Market Applications

Services

Live video
production
solutions





BRAND STORYTELLING

Every successful brand has a clear story. We help organizations articulate who they are, why they exist, and what makes them different.

Includes:

- Logo (re)designs
- Brand narrative and origin story
- Taglines and message pillars
- Website About page rewrites
- Social content adaptations
- Video and short-form script options

Bundles

Origin

Narrative Plus

Brand Story Pro

SHORT FORM VIDEO SCRIPT PACKS

Short-form video drives discovery and engagement. We create scripts that are easy to execute and aligned with your brand.

Includes:

- Hooks and opening lines
- Scripted talking points
- Shot lists and creative direction
- Captions and platform-specific variations
- Content batching strategies

Bundles

Quick10

Creator30

Studio Unlimited



REPUTATION MANAGEMENT

Your online presence directly impacts trust and growth. We manage reviews and public feedback with the same care as your brand messaging.

Includes:

- Review responses written in brand voice
- Sentiment tracking and trend analysis
- Customer insight reporting
- Support during sensitive situations
- Weekly or monthly reporting
- Reputation-driven growth recommendations

Bundles

Sentinel

Guardian

Fortress



COMMUNITY OUTREACH AND PUBLIC FACING COMMUNICATIONS

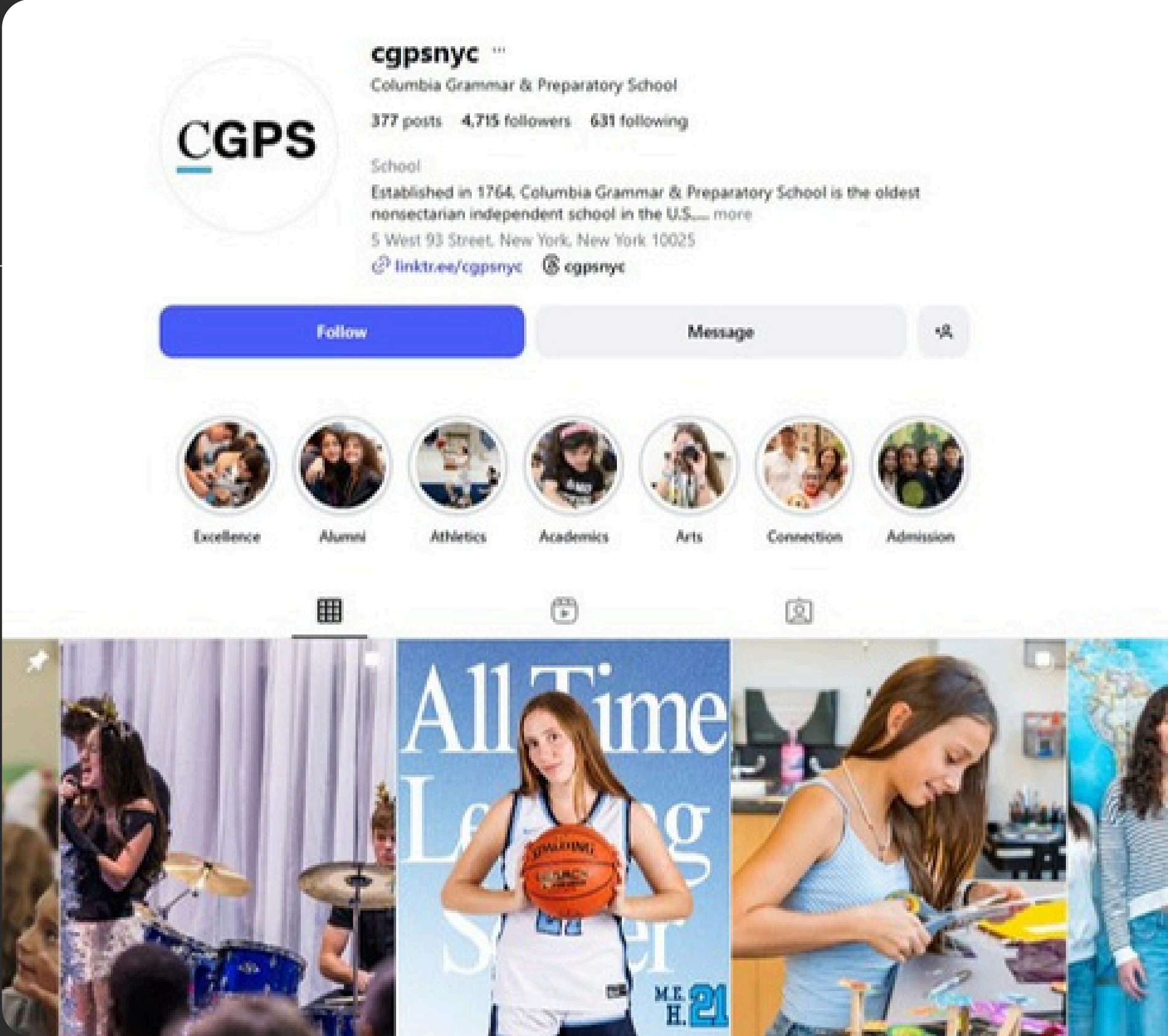
Ideal for schools, nonprofits, municipalities, and mission-driven organizations.

We deliver:

- Outreach and messaging strategy
- Email communication systems
- Public information campaigns
- Social content frameworks
- Messaging templates
- Community engagement planning

Bundles

- Community Starter*
- Outreach Blueprint*
- Engagement System Pro*



Crisis Communications Pillars



Make it
credible



Show
empathy



Show
competency

CRISIS COMMUNICATIONS

When timing and accuracy matter most, we provide calm, precise messaging that protects credibility and maintains trust.

Support includes:

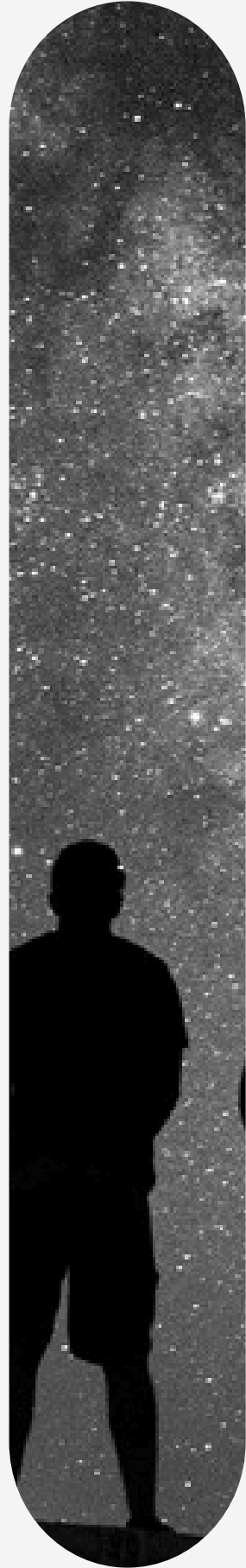
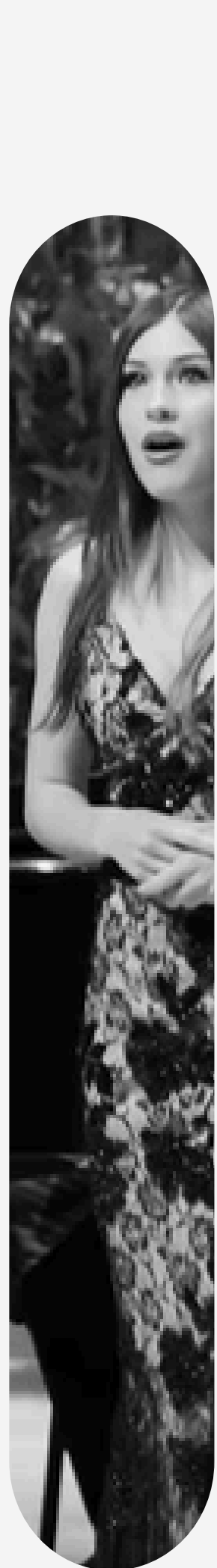
- Public statements
- Internal guidance
- Executive messaging
- Social holding language
- Issue framing and response strategy

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Crisis On Call

Crisis Annual Retainer

Crisis Command Center



WHY BMPBLUEPRINT?



- **EXCEPTIONAL CLARITY AND QUALITY**
- **MULTI-INDUSTRY COMMUNICATION EXPERTISE**
- **LEADERSHIP LEVEL MESSAGING**
- **FAST, RELIABLE DELIVERY**
- **STRONG CREATIVE DIRECTION**
- **EXPERIENCE ACROSS PUBLIC, PRIVATE, AND NONPROFIT SECTORS**
- **HIGH RESPONSIVENESS AND PERSONALIZED SUPPORT**

BMPBLUEPRINT BLENDS CREATIVITY WITH STRATEGY AND DELIVERS COMMUNICATION YOU CAN TRUST.

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