



# CAPABILITIES STATEMENT

WORLD MEDIA HOUSE LLC

2021

# OUR CAPABILITIES



## CORE COMPETENCIES

World Media House, an American mass media company focused on digital broadcasting, publishing, and marketing services. World Media House owns high profile content marketing websites engaged in all aspects of digital media, including magazines, podcasts, blogs, vlogs, and traditional videos. We work closely with elite brands worldwide, introducing businesses to consumers in the blink of an eye. We closely listen to our potential clientele and understand their expectations. At the World Media House, we know how to analyze information and customize our offering to change with market needs. Why not join our fast-growing customer base? Get in touch today to learn more about the World Media House LLC. story.



## WMH TEAM CREDENTIALS

### Professional Achievements

5+ Years of Research & Development Experience  
7+ Years of Marketing Experience  
7+ Years Video & Graphic Experience  
10+ Years of Education Experience  
16+ Years of Sales Experience  
30+ Years of Finance Experience

### Educational Achievements

Ph.D. in Finance & Regional Economics  
MBA in Accounting & Finance  
MBA in Organizational Management  
M.Ed. in Learning & Technology  
B.A. Business Administration  
A.A. Business Management  
A.A. Information Technology

## COMPANY CERTIFICATIONS



State of Ohio Minority  
Owned Business

City of Columbus Minority  
Owned Enterprise

## DIGITAL CONTENT REACH



47% Female Audience

53% Male Audience

190 Languages

176 Countries

# OUR SERVICES

## Commercials

As an agency, we develop relationships with TV commercial companies such as Spectrum to negotiate cost-effective television slots which yield measurable viewership ratings. World Media House is different from other agencies as we write, cast for models, and produce all commercials in-house. Before airing a commercial, we conduct a private viewing session with the target audience to gather feedback and case study data. Once the commercial is on-air, our creative filming strategy increases commercial viewership and interaction. The primary goal is to maximize the ad's viewer potential. As an expert in commercial production, World Media House can assist with the following services:

- Scriptwriting
- Talent Acquisition
- Location Scouting
- Hair, Make-up, & Styling
- Video Production
- Post Production
- Commercial Viewing Area Selection
- Agency Representation for Television Commercial Placement

## Content Marketing

We are responsible for drafting, producing, and assigning valuable content to attract and convert customers and consumers into repeat clients. Our team renders content creation by identifying valuable, relevant, and consistent new topics for digital and print materials that entice and maintain a clearly defined audience. As an expert in content creation, World Media House can assist with the following services:

- Writing Articles
- Digital
- Print
- eBooks
- Videos
- Scripting
- Social Media Posts

## Brand Design

We specialize in elevated brand design focused on measurable outcomes such as increased brand awareness, revenue, digital footprint expansion, increased interest, and clients. The steps we take to develop a corporate identity include all of a company's visual aspects and design elements, stretching from logos to social media assets and stationery. As an expert in brand design development, World Media House can assist with the following services:

- Brand Messaging
- Brand Voice
- Brand Positioning
- Logo Design
- Rebranding Established Brands
- Brand Strategy
- Copy Writing