



full capacity marketing, inc.
Elevate your image

ELEVATE YOUR IMAGE

Our Passion

Government and non-profit organizations are competing more than ever to communicate their important missions to funders, to the communities they serve, and to their key stakeholders. We deliver award winning marketing and communications strategies to develop positive community images, collaborative partnerships, and excellent operational structures to better serve the needs of customers.

Image is the foundation for building powerful partnerships and great brands.

Let us elevate your image to...

Communicate the importance and urgency of your mission.

Build brand awareness for your organization.

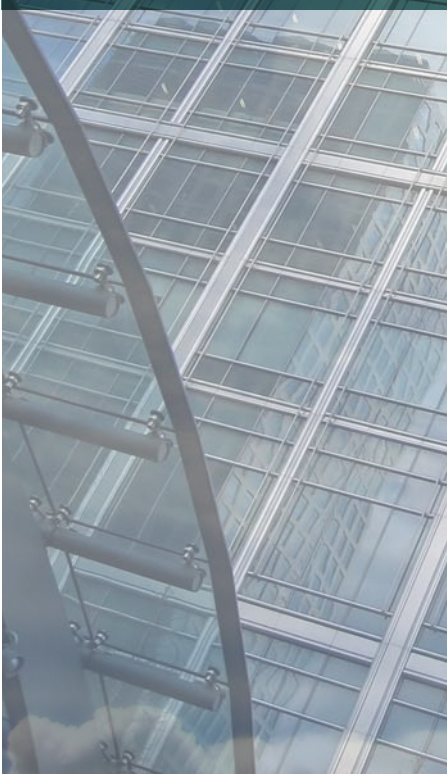
Improve the public opinion of your agency.

Attract high profile community partners to collaborate on marketing initiatives.

Garner creative funding opportunities through powerful partnerships.

“This team’s contributions to the field of marketing government services will shape our futures.”

Ronald E. Hull - Director
Employment Security Division
Alaska Dept. of Labor and Workforce



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Our Services

Market Research and Strategy

Choose from our signature Brand AuditSM, mystery shopping, and public opinion poll to gain insight into your customers' needs and the challenges your brand faces.

Brand Management

Our award winning marketing materials, Web sites, e-newsletters, and in-depth communication products cover every aspect of brand management to ensure that you build and maintain market position and establish a positive community image.

Staff Training

Unlike our ad agency counterparts, we empower your teams with the knowledge to implement simple, yet highly effective strategies that improve brand awareness and public opinion. We deliver high quality training to help teams work cohesively and deliver on marketing and communications promises.

About Full Capacity Marketing, Inc.

There is no other firm quite like Full Capacity Marketing, Inc. (FCM) in terms of experience, creativity, and results. Our passion is helping government, non-profit and community based organizations proactively achieve a positive community image and more funding opportunities. Unlike our ad agency counterparts, we empower your teams with the knowledge to implement simple, yet highly effective strategies that improve brand awareness and public opinion.

With a B.S in Business and Marketing, Celina Shands Gradijan, President and CEO, has over 20 years experience in Marketing and Communications. As a former American Marketing Association's Marketer of the Year and a two-time Women Who Mean Business Finalist, Celina uses marketing as a catalyst to help agencies position the importance and urgency of their missions, build collaborative partnerships, and improve public opinion. The end results are increased funding and a more prominent profile in the community.

As a national presenter, Celina's keynotes and workshops are well received, engaging and very informative. Celina is Chairperson of the National Marketing Workgroup, and has grown participation from 30 to over 7,000 members.

Give us a call today to find out why our customers continue to be impressed with the sustainable results of our marketing strategies.



Celina Shands Gradijan
Full Capacity Marketing, Inc.

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"Full Capacity Marketing did an outstanding job of bringing together our business outreach teams in preparation for the Workforce Summit. They helped us build relationships with economic development organizations, educational entities and local businesses that have sustained the test of time, well beyond our marketing event. I would highly recommend their innovative marketing strategies and services to any workforce investment board, community college or economic development agency.

Allison Motz – Executive Director
City of Cleveland – Workforce Development Division



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