

Market/Dean

Make your marketing as smart as you are.

A good idea isn't enough. If you don't stand out, you're forgotten. Smart marketing doesn't just get you noticed. It makes you impossible to ignore.

Become unforgettable.

Marketing isn't clickbait and buzzwords. It's cutting through the clutter to connect with the people who matter to your mission and your bottom line. When done well, a marketing investment should pay for itself 5x over.

Doing it right starts with a clear identity and a plan, but it doesn't stop there. It requires focus, insight, and alignment to become (and stay) effective.

Whether you have marketing in place now or want to start something new, these are the keys to doing it well:

- ✓ **Be intentional.** Know your audience, set specific goals, and track results.
- ✓ **Be clear.** Translate expertise into information people actually understand.
- ✓ **Be consistent.** Own your brand and show up the same way, every time.
- ✓ **Be real.** Speak the truth and offer authenticity, not empty hype.
- ✓ **Be useful.** Inform. Inspire. Add value. Everything else is noise.

Your reputation is capital.

Marketing may seem simple—tell the right story, to the right person, at the right time—but it's not easy. That's where we come in. At Market/Dean, we craft brands, plans, and communications that turn ideas into outcomes.

Market Authority

A strong voice makes you the go-to expert. Shaping conversations and setting the standard in your space.

Pipeline Power

Purposeful marketing attracts high-quality leads, shortens sales cycles, and makes conversions easier.

Credible Connection

When your story resonates, decision-makers take action. They will lean in, invest, and advocate for what you do.

Strategic Intelligence

Data and audience insights help you make better decisions, refine offerings, and invest in what works.

By immersing ourselves to drive smart changes, we set marketing on the right path—because we can, it's possible, and anything less feels like failure.

**Moving mountains
is what we're built for.
(And, sometimes, that's
what it takes.)**



Our clients operate where the future of tech and government intersect—and where traditional approaches too often fall short.

From defense disruptors to new industry pioneers, these people aren't just in it for the bottom line. They are driven to make the world safer, smarter, and better for all.

And they trust us to bring beauty and purpose to that mission.

Industries We Serve

Space & Aviation
Defense & National Security
Cyber & Applied AI
Energy & Electronics
Engineering & Manufacturing
Government & Public Sector
Robotics & Automation
Technology & Innovation

Big firm skill. Small business care. And a passion for the provocative.

We're marketers, to be sure. Damn good ones. But what truly sets us apart is our ability to go beyond the obvious. The professionals at Market/Dean are all educators, co-creators, and recovering perfectionists who push limits to help clients achieve what they can't alone.



Analytics + Operations

Campaign Automation
Digital Listening
Performance Optimization
Operational Integration



Branding + Creative

Identity Development
Graphic Design
Messaging Architecture
Targeted Advertising



Digital + Media

Email Outreach
Social Media
Video Development
Website Development



Fearless Creativity

Creative isn't just what we do. It's how we solve. We come at problems from new angles and swap "can't" for "how" to bring clarity to chaos and help clients move mission mountains.



Elevated Delivery

We're recovering perfectionists with a bias for action. Fast, but never sloppy. Sharp, but never brittle. Our standards are high, and we help clients meet them with purpose.



Outreach + Experiences

Content Development
Event Management
Print Collateral
Public Relations



Strategy + Consulting

Change Management
Integrated Campaigns
Internal Communications
Strategic Communications

**From shaping
markets to
advancing
missions, get
exactly what
you need,
tailored to
your goals.**



Dynamic Partnership

Our team knows this space. What it demands. Why it matters. We embed to challenge when it counts, flex when it helps, and show up like it's our name on the line — because it is.

About Market/Dean

Market/Dean is the creative agency for defense. We bring strategic positioning, performance marketing, and elevated design to the organizations that protect America. With experts who know the industry, get the nuances, and respect the stakes, we make critical work easier to understand and impossible to ignore. That's how we grow brands for good. **Learn more at marketdeanllc.com.**