

New Jersey Marketing Firm Achieves Woman Owned Business (WBE) and Small Business (SBE) Certifications

Amy Adams, owner of AJA Marketing, announced the certification of her NJ marketing firm as a Woman Owned Business (WBE) and Small Business Enterprise (SBE).

ROBBINSVILLE, NEW JERSEY, UNITED STATES, October 13, 2020 /EINPresswire.com/ -- Amy Adams, owner of [AJA Marketing](#), LLC, announced the official certification of her New Jersey marketing firm as a Woman Owned Business (WBE) and Small Business Enterprise (SBE) by the State of New Jersey.

Founded in 2014, AJA Marketing focuses on the unique marketing and business development needs of non-profit associations, small businesses, law firms, and entrepreneurs across the Northeast region. Amy Adams, a former marketing executive with the Woodbridge-based law firm Wilentz, Goldman & Spitzer, brings over two decades of strategic marketing, business development and management experience to a wide-range of clients.

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We are so proud to achieve WBE and SBE certifications and join the ranks of innovative, inclusive and creative entrepreneurs in our community.”

Amy Adams

“We are so proud to achieve WBE and SBE certifications and join the ranks of innovative, inclusive and creative entrepreneurs in our community,” says Adams. “From day one, we’ve been an independent, woman-owned marketing firm and we really understand the specific needs of similar businesses. With these certifications, we look forward to serving the marketing needs of additional

businesses, professionals, and associations for many years to come.”



In order to be certified as a WBE, a business must satisfy the following requirements: women have 51 percent ownership or more in the company; women must be responsible for the major decisions impacting the company; and it must be managed by women on a day-to-day basis. To qualify as an SBE, businesses must meet certain criteria which includes having no more than 100 permanent employees and a principal place of business in New Jersey.

About AJA Marketing LLC

AJA Marketing is a dynamic New Jersey marketing firm dedicated to enhancing visibility, promoting client and member engagement, and improving service quality for its clients. AJA Marketing

provides data-driven strategic marketing and business development [services](#) to achieve growth, increase profitability, and improve overall marketing infrastructure. Service specialties include outsourcing for association and non-profit management, marketing analysis and plan development, virtual and in-person event management, and specialized training and consultations including its latest offering - [LinkedIn Profile Building 101](#).

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