MSSmedia

CAPABILITIES STATEMENT

RESULTS DRIVEN AGENCY MSSmedia is a media and marketing services company providing government agencies with succinct, optimized, and successful integrated marketing solutions for over 15 years. We are an experienced team of talented professionals known for creating winning brand strategies and building award-worthy campaigns that drive user engagement. Our core competencies are branding, recruitment, and awareness with a keen eye for delivering maximum returns on client investments.

At MSSmedia we recognize that to create a sincere difference for our clients, we need to have a deep understanding of their goals. We fuel our experience and expertise with research, enabling us to execute media strategies that succeed. Clients benefit greatly from our holistic approach as we build full funnel outreach campaigns, utilizing a range of marketing tactics to speak directly to the target audience in the most efficient and effective ways. From strengthening brand awareness, to driving traffic to websites, to converting qualified leads, we focus on metrics that truly matter to achieve real results. Samples of our work are available at mssmedia.com.

MISSION At MSSmedia, your goals are our motivation. Our mission is to propel your message further to achieve the best possible outcomes.

Established in **2003**

Woman Owned Small Business

R.O.I. (Return on Investment) Focused

1,000+ Clients Served

NAICS CODES: 541810 / 323111 / 512110 / 519190 / 541430 / 541511 / 541611 / 541612 / 541613 / 541618 / 541820 / 541830 / 541840 / 541850 / 541870 / 541890 / 541910 / 541922 / 561110 / 561920 / 611430

CAGE CODE: 868D7 | **DUNS NUMBER:** 928521017 | **GSA CONTRACT #** 47QRAA21D0014

BUSINESS SIZE: SMALL BUSINESS, EDWOSB, HUBZone

CERTIFICATIONS

+ HUBZone
+ Economically Disadvantaged Women Owned Small Business
+ Florida Certified Business Enterprise

FEDERAL CLIENTS

CONTRACT VEHICLES

+ GSA Multiple Award Schedule Contract # 47QRAA21D0014

GSA SCHEDULE SINS

+ **541430** Graphic Design Services
+ **541511** Web Based Marketing
+ **541613** Marketing Consulting Services
+ **541810** Advertising Services
+ **541910** Marketing Research and Analysis
+ **541820** Public Relations Services
+ **OLM** Order Level Materials
+ **541810ODC** Other Direct Costs for Marketing and Public Relations Services

MSSmedia.com

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EXPERTISE

ACCOUNT MANAGEMENT	CONTENT DEVELOPMENT
MARKET RESEARCH	DIGITAL MARKETING
STRATEGIC PLANNING	SOCIAL MEDIA MARKETING
CREATIVE DESIGN	PUBLIC RELATIONS

FEDERAL CLIENTS

U.S. Marines | MSSmedia serves as a strategic media partner to the U.S. Marine Corps providing digital advertising services in the 1st District. To maximize exposure and drive recruitment metrics during the back-to school season, we delivered messaging to the mobile devices of students at 8 college campuses within the district. The success of the campaign returned a 29% increase in engagement (click through rate) over industry standard and millions of impressions.

U.S. Army Recruiting Command | MSSmedia serves as a strategic media partner to the U.S. Army Recruiting Command providing traditional and digital advertising services throughout the 1st Brigade. To maximize on their "mission…to recruit the enlisted, non-commissioned and officer candidates for service in the United State Army and Army Reserve," we delivered messaging to the college demographic within the region utilizing outdoor signage and mobile geo-targeted advertisements. The success of the recruitment campaign returned a lift in engagement and millions of impressions delivered to the targeted Gen Z audience within the region.

New York Army National Guard | To deliver on the NYARNG's recruitment goals, MSSmedia devised a full-funnel digital marketing strategy. From a search and display campaign to a video campaign, we would engage targeted candidates in New York state from building awareness, influencing consideration, to driving conversions. MSSmedia completed the project on time and without delays, delivering exceptional performance and surpassing NYARNG's annual recruitment goals.

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