

CAPABILITIES STATEMENT

RESULTS DRIVEN AGENCY MSS Media, Inc. is a media and marketing services company providing government agencies with succinct, optimized, and successful integrated marketing solutions for almost 20 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 MSS Media, Inc. 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 website traffic, to converting qualified leads, we focus on metrics that truly matter to achieve real, meaningful results. Samples of our work are available at mssmedia.com.

MISSION At MSS Media, Inc., your goals are our motivation. Our mission is to propel your message further and faster 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



MEDIA + ADVERTISING



STRATEGIC PLANNING



DIGITAL + SOCIAL MEDIA MARKETING



CREATIVE DESIGN



PUBLIC RELATIONS

FEDERAL CLIENTS



New York Army National Guard | MSS Media, Inc. serves as a strategic media partner to the New York Army National Guard (NYARNG), providing digital advertising services. To deliver on the NYARNG's recruitment goals, we devised a full-funnel marketing strategy that utilized search, display, and video advertising to engage targeted candidates statewide, building awareness, influencing consideration, and driving conversions. MSS Media, Inc. completed the project on time and with great success, delivering hundreds of qualified leads and more than 40 enlisted recruits with acquisition costs well below the industry average.



Minnesota Army National Guard | MSS Media, Inc. serves as a strategic media partner to the Minnesota Army National Guard (MNARNG), providing digital and traditional advertising services. To capture highly qualified leads, maximize exposure of the MNARNG, and increase impression share statewide, we created and executed a search, display, video, and social media campaign in conjunction with an in-app mobile campaign. To amplify overall campaign results, we also executed campus out-of-home transit advertising. With more than 400 leads, 33 custom conversions, and a cost per acquisition well below the national average, MSS Media, Inc. successfully attained MNARNG's branding and recruitment goals.



Illinois Air National Guard | MSS Media, Inc. serves as a strategic media partner to the Illinois Air National Guard (ILARNG), 183D Wing, providing digital and traditional advertising services. To raise brand awareness and attain desired recruitment numbers on time and on budget, we are executing and managing an integrated media plan consisting of radio, campus out-of-home, transit, social, and television advertising, targeting specific zip codes within the state of Illinois. Through this partnership, MSS Media, Inc. is successfully delivering on the ILARNG's branding and recruitment goals.

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