



# Marketing and Strategic Communications

*We not only craft a strategic message, we make sure they hear it loud and clear.*

## Increase Awareness. Generate Interest.

M Squared Strategies delivers marketing and strategic communication services that surpass conventional advertising campaigns. We use our thorough understanding of internal government culture to develop powerful messaging programs that extend executive influence and allow leaders to achieve results within their organizations.

Whether you are trying to implement a new policy or program, increase awareness of your organization, or attract more customers to utilize your services, M Squared Strategies has experienced marketing specialists who know how to effectively communicate and evoke responses that propel the executive strategy forward.

Our marketing services deliver more than just a pretty picture; our professionals combine their private- and public-sector experience to create brands that have lasting impact. Using a multi-disciplinary approach, we help our clients develop a better understanding of customer perceptions and stakeholder requirements, form strong alliances, and communicate effectively through various delivery channels. As a result, our clients have achieved the positive exposure necessary to succeed in today's government environment.

## Strategic Results

- **Enhance perceptions of your organization** with a strong brand and professional identity.
- **Increase awareness of your programs and services** among key clients and stakeholders by addressing targeted audience segments.
- **Reinforce your organization's value** through compelling messages that moves audiences to action.

### Contract Vehicles

MOBIS GS-10F-0381R  
874-1 Consulting Services  
874-2 Facilitation Services  
874-7 Program and  
Project Management

### NAICS Codes

541611  
Administrative Management  
and General Management  
Consulting Services

541612  
Human Resource Consulting Services

541618  
Other Management  
Consulting Services

541690  
Other Scientific and  
Technical Consulting Services

541613  
Marketing Consulting Services

541810  
Advertising Agencies

541890  
Other Services Related to Advertising

541430  
Graphic Design Services

561920  
Convention and Trade Show Organizers

### DUNS Number

126911564



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## Key Clients



Department of Energy



Department of Transportation



Department of Veterans Affairs

### Marketing Services

- Advertising
- Book / Catalog Layout and Design
- Collateral Design and Production
- Content Development
- Copywriting
- Customer Relationship Management
- Editing and Proofreading
- Graphic Design
- Integrated Marketing Program
- Presentation Design and Scripting
- Promotion
- Report Layout and Design
- Situation Analysis
- Strategy Development
- Website Design and Maintenance

### Strategic Communications

- Audience Identification
- Communications Strategy
- Communications Planning
- Communications Services:
  - Core Messaging
  - Email Marketing
  - Media Management
  - Public Relations
  - Social Networking
- Message Development
- Message Delivery
- Situation Analysis
- Targeted Communications

### Branding

- Logo Design
- Stationery Design
- Template Design
- Style Guide Development

### Event Planning and Management

- Advertising
- Branding
- Booth Design and Production
- Collateral Design and Production
- Communications Services:
  - Core Messaging
  - Email Marketing
  - Media Management
  - Public Relations
  - Social Networking
- Content Development
- Event Coordination
- Event Marketing
- Facilitation
- Integrated Marketing Program
- Speaker Selection and Coordination
- Presentation Design and Scripting
- Promotional Product Coordination
- Promotion
- Signage Design and Production
- Sponsorship Management
- VIP Management
- Website Design and Maintenance

## The M Squared Advantage

- **Experienced marketing specialists** with exceptional insight into targeting segmented audiences.
- Communication approach **focused on clients' strategic goals**, management priorities, stakeholder integration, and organizational buy-in.
- **Full life-cycle marketing and communications methodologies and support services** to include situation analysis, strategic planning, market segmentation, branding and positioning, creative development, formulating an implementation plan, and evaluating results.

**Service. Accountability. Better Government.**