

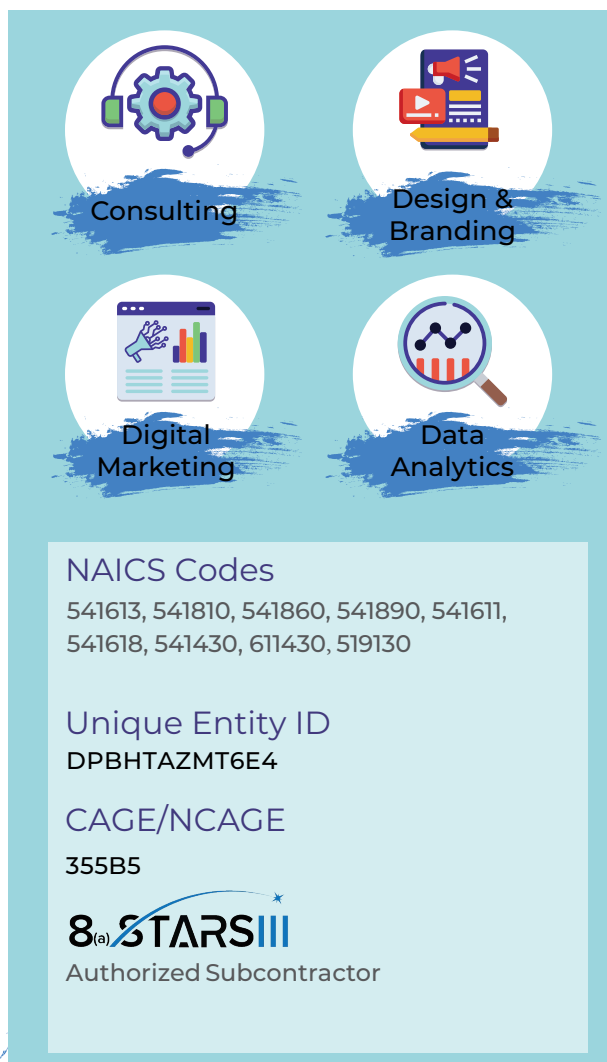
# Overview

ArtForm is a woman owned digital transformation company focused on results. We use the power of strategy, design, and data science to create memorable digital experiences that reach and engage your niche audiences.

## Differentiators

- Highly qualified, experienced subject matter experts hand-picked to meet the client's needs
- Google Partners – Certified in Google Ads, Analytics and Search Console
- Multiple marketing platform certifications
- Continued education to keep up with evolving technologies and algorithms
- Security clearance
- 20 years of successful past performance

## Core Competencies

A graphic titled 'Core Competencies' with a light blue background and a darker blue brushstroke border. It features four circular icons: a headset with gears for 'Consulting', a laptop with a megaphone for 'Design & Branding', a hand pointing to a bar chart for 'Digital Marketing', and a magnifying glass over a line graph for 'Data Analytics'. Below these icons is a white box containing company identification information.

**Consulting**

**Design & Branding**

**Digital Marketing**

**Data Analytics**

**NAICS Codes**  
541613, 541810, 541860, 541890, 541611,  
541618, 541430, 611430, 519130

**Unique Entity ID**  
DPBH7AZMT6E4

**CAGE/NCAGE**  
355B5

**8(a) STARS III**  
Authorized Subcontractor

- Strategic planning
- Marketing and outreach strategy
- Communication planning
- Risk management
- Website data analytics and reporting
- Target audience research
- Data research and insights
- Website user experience (UX) audit and improvements
- Customer experience (CX) analysis
- Search engine optimization (SEO)
- Persona development
- Social media advertising
- Re-targeting & re-marketing
- Programmatic display advertising
- Pay-per-click (PPC) advertising
- Geo & IP targeting advertising
- Marketing automation and workflows
- Out-of-home (OOH) advertising
- Email marketing
- Customer journey mapping
- Website design and development
- Event promotion
- Press release writing and distribution
- Tone and messaging guides
- Script writing for radio, video, and other media
- Print collateral

### Contact

**Janet Waring**

[success@artformbsi.com](mailto:success@artformbsi.com)

301.330.7333

[www.artformbsi.com](http://www.artformbsi.com)

# Past Performance Reviews

## CISA

Sept 2021 to present

Marketing and Outreach Strategy  
Communication planning  
Target Audience Research

## US Chamber of Commerce

2018 – 2020

Event Promotion  
Digital advertising

## The Smithsonian Institute

2018-2019

Office of Facility Management  
Brand Guide  
Marketing and Outreach Strategy  
Communication Planning

"We have been working with ArtForm for years and continue to increase their retainer. Their expertise is deep in so many areas, and their focus is constantly on our needs and how to improve our experience as customers while teaching us valuable lessons in digital media marketing."

- Abby Hills, BBB National Programs via Google

"ArtForm's team has helped make our digital ads efforts into a more streamlined, efficient process as well as help us reach our rather niche audience on various platforms. The team is professional, dedicated to understanding our specific needs, challenges and goals, and committed to helping us reach those goals and eliminate those challenges."

- Lauren, Carahsoft via Google Review

"ArtForm is a really excellent team that not only helps a customer hone in on what they are looking for from a digital perspective, but they execute. Their team is responsive and works out of a place of expertise. I could not recommend them more."

-Jonathan Fath, OGC via Google Review

# Partnerships

