



# Capabilities Statement

ArtForm is a woman-owned digital transformation company with 27 years of experience. We harness AI, strategy, design, and data science to create intuitive, results-driven digital experiences that help our clients lead and innovate in their industries.

## Differentiators

- 27+ years of successful digital marketing and advertising performance.
- AI-powered strategy and automation tools, including personalization engines, chatbots, and predictive analytics.
- Woman-owned and WOSB-certified with security-cleared team members.
- Google Partners – Certified in Google Ads, Analytics, and Search Console.
- Certified across multiple platforms including Microsoft Advertising and programmatic tools.
- Deep niche audience expertise across government, B2B, associations, and nonprofits.
- Rigorous, ongoing professional development to stay ahead of evolving technologies and compliance standards.
- Advanced UX/CX capabilities including persona research, journey mapping, A/B testing, and 508 compliance.
- Ethical and transparent AI usage guided by a formal AI Usage Policy.

## Core Competencies

**Consulting**

**Design & Branding**

**Digital Marketing**

**Data Analytics**

- Strategic marketing, outreach, and communication planning.
- Data analytics, reporting, and audience insights.
- UX/CX audits, customer journey mapping, and persona development.
- Website design, development, and optimization (including SEO).

- Paid media: social, programmatic, PPC, geo/IP targeting, and retargeting.
- Marketing automation, workflows, and email campaigns.
- Content development: messaging guides, press releases, scripts, and print collateral.
- Event promotion and out-of-home (OOH) advertising.
- Risk management and compliance support.

# Past Performance

## 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

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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**

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# Partnerships

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

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**CAGE/NCAGE:** 355B5

