

ArtForm Agency

Strategic Communications / Digital Experience / AI Enablement

**WOSB**

SBA Certified Women Owned
Small Business

GSA MAS

GSA Multiple Award Schedule
47QRAA26D0083

ArtForm plans and executes federal communications, stakeholder outreach, digital campaigns, web experiences, analytics, and practical AI adoption. We connect audience research to implementation and measurement so agencies can improve access, reach priority stakeholders, and make effective use of available staff and resources.

■ Core Capabilities

Strategic Communications and Digital Experience

Communications and outreach plans; audience research and stakeholder personas; messaging and accessible content; website design and development; UX and digital journey improvements; SEO and AI search visibility; executive and event communications.

Campaigns Advertising and Performance Analytics

Paid search, social, and programmatic campaigns; audience targeting; creative production; campaign operations; GA4 measurement; dashboards and reporting; ongoing optimization tied to defined program outcomes.

AI Adoption and Workflow Improvement

Role-specific AI training, approved use cases, workflow mapping, adoption planning, and human-reviewed applications of AI for research, content production, analysis, and reporting. Implementation is adapted to client policies, data access, and security requirements.

■ Federal Past Performance

Federal civilian agency | Nationwide emergency communications outreach | 2021 to 2026

As part of a prime contractor team, ArtForm supported a federal emergency communications division with strategic communications, stakeholder outreach, audience research, paid media, Drupal content, Section 508-compliant products, leadership materials, and GA4 dashboards. Outreach spanned government stakeholders and all 16 critical infrastructure sectors.

20M+

Generated more than 20 million paid media impressions and 300,000 clicks to program application landing pages over approximately three years.

~12M

Mapped nearly 12 million potential users to guide sector personas, messaging, targeting, and resource decisions.

11 → 1

Worked with the agency to reduce the application path from 11 clicks to one click



Received federal leadership recognition for cross-team collaboration.



Company and Contract Information

LEGAL NAME

ArtForm Business Solutions, Inc.

OPERATING NAME AND STATUS

ArtForm Agency | SBA-certified
Women-Owned Small Business

ESTABLISHED

1997

GSA MAS CONTRACT

47QRAA26D0083

NAICS SHOWN IN CURRENT STATEMENT

541613 • 541810
541611 • 541511

Where ArtForm Fits on a Team

- Strategic communications
- Stakeholder outreach
- Website and UX
- Digital campaigns
- Content and creative
- AI adoption training
- Audience research
- Analytics and dashboards

TEAMING AND CONTRACTING CONTACT

Janet Waring

Chief Executive Officer

janet@artformbsi.com

(301) 335-2580

Selected Relevant Experience

Federal civilian agency

Multi-year integrated outreach, campaign execution, content, digital experience, analytics, and cross-functional program support.

U.S. Chamber of Commerce

National event promotion and digital advertising campaigns.

Smithsonian Institution

Brand development, outreach strategy, and communications planning.

Government contractors and national organizations

Multi-year digital strategy, search visibility, website optimization, advertising, analytics, and marketing operations.

Additional Results and Capabilities



58

EMPLOYEES TRAINED

AI workforce enablement

Trained 58 employees on role-specific AI workflows and approved use cases after their organization reduced its staff from more than 300 to 58 while maintaining the same workload.



80

AI SEARCH
CITATIONS IN ONE
MONTH

AI search visibility

Recorded 80 AI search citations within one month following AEO and GEO optimization, from a baseline of zero.



\$1B → \$5B

CLIENT GROWTH
OVER FOUR YEARS

Government contractor growth context

Provided digital strategy and federal-market positioning during a four-year period in which a client grew from \$1 billion to \$5 billion.

Why Agencies and Prime Contractors Choose ArtForm

Execution capacity

Senior practitioners carry work from research and planning through content, campaigns, web changes, and performance reporting.

Practical AI delivery

AI accelerates analysis and production where permitted, with human judgment, review, and client governance guiding final work.

Proven federal collaboration

Experience working within a prime-led delivery team, agency review cycles, accessibility requirements, and multidisciplinary programs.

Clear measurement

Audience research, GA4, campaign reporting, and defined KPIs keep recommendations tied to observable results.