ARTFORM BUSINESS SOLUTIONS, INC.
Woman-Owned Small Business

SBA WOSB CERTIFIED | GSA Contract Holder

Strategic Communications and Responsible AI for Mission Outcomes

ArtForm delivers strategic communications, stakeholder outreach, and responsible AI enablement that improve outreach effectiveness and mission adoption for federal agencies, government contractors, and mission-driven organizations.

Audience research, workforce adoption, communications, digital execution, and performance measurement run under one model, reducing coordination burden and connecting every activity to mission performance while maintaining governance, security, and stakeholder trust.

Core Competencies

1 STRATEGIC COMMUNICATIONS AND STAKEHOLDER OUTREACH

Audience research, messaging, and multi-channel outreach that connect mission priorities to the right stakeholders.

- Strategic communications and outreach planning
- Audience segmentation, reach analysis, and engagement insights
- Paid media: search, social, programmatic, geofencing, and IP targeting
- Digital and print content aligned to mission priorities
- Event promotion and campaign execution with performance reporting

2 PROGRAM DISCOVERY, PUBLIC FINDABILITY, AND EXPERIENCE

Digital presence, content, and journey design that make mission-critical information clearer and easier to act on.

- SEO, AEO, GEO, and AI visibility optimization
- Website design, development, and UX/CX optimization
- Digital discoverability and public findability
- Compliant, accessible, reusable content and digital products
- Continuous improvement of publicly available information

3 RESPONSIBLE AI ENABLEMENT AND PERFORMANCE MEASUREMENT

Role-based AI adoption, workflow integration, and reporting that improve efficiency without weakening governance or accountability.

- AI strategy, governance, policy, and risk mitigation
- Role-based AI training and workforce upskilling
- AI use case development and workflow integration
- Secure adoption in government and restricted environments
- Performance measurement, attribution, and outreach effectiveness reporting

Company and Contract Information

LEGAL ENTITY	ArtForm Business Solutions, Inc.
OPERATING NAME	ArtForm Agency
STATUS	WOSB Certified
ESTABLISHED	1997
CEO	Janet Waring
GSA/MAS CONTRACT	47QRAA26D0083

NAICS
541613 | 541810 | 541860 | 541890

GSA MAS SINS
541511 | 541611 | 541613 | 541810

COMPANY IDENTIFIERS
UEI: DPBHTAZMT6E4 | CAGE: 355B5 | DUNS: 004438532

Best Fit Engagements

STRATEGIC COMMUNICATIONS AND OUTREACH
Audience research, messaging, paid outreach, content, and campaigns tied to mission adoption.

PROGRAM DISCOVERY AND EXPERIENCE
Public findability, stakeholder experience, and journey design for clearer user action.

RESPONSIBLE AI AND PERFORMANCE
Role-based AI enablement, analytics, attribution, and cost-efficient use of taxpayer resources.

Key Outcomes and Impact

Multi-year federal modernization engagement Expanded from strategic communications and outreach into workflow modernization and workforce enablement	**11 → 1** Redesigned an 11-step federal application journey into a one-click access experience	**Operational Continuity** Rebuilt critical assets into compliant, accessible, reusable products so the workforce could update and deploy them independently
0 → 80 AI search citations generated within one month through AEO/GEO optimization	**58** Equipped with role-specific AI workflows and approved use cases following workforce restructuring	**Strategy → Scale** Successful federal pilot resulted in expanded scope and continued investment

Selected Past Performance

Client / Period	Scope	Outcomes / Relevance
DHS/CISA 2021–2026	Marketing and outreach strategy, communications planning, audience research, workflow improvement, paid outreach, and AI workforce enablement (ArtForm performed the work).	Redesigned a federal application journey from 11 steps to one-click access; delivered role-based AI enablement and performance measurement; supported expanded scope after a successful pilot.
U.S. Chamber of Commerce 2018–2020	National event promotion and digital advertising campaigns.	Expanded event reach and participation through integrated campaign execution.
Smithsonian Institution 2018–2019	Brand development, marketing and outreach strategy, and communications planning.	Supported public engagement priorities through coordinated brand and outreach execution.
Enterprise and Commercial Clients Ongoing	Multi-year digital strategy, advertising, AI, and analytics for major GovCon and national organizations in regulated markets.	Relevant experience in complex, regulated, and high-visibility operating environments.

Why ArtForm

Federal modernization succeeds when strategy, workforce readiness, governance, communications, and implementation move together. ArtForm provides one accountable team from planning through adoption and performance reporting.

Implementation from Strategy Through Execution
Recommendations become deployed workflows, communications, campaigns, training, and measurement systems.

AI-Native Delivery
We apply AI in our own delivery, giving clients practical operating experience rather than theory alone.

Efficiency and Workforce Capacity
Increase capacity, reduce unnecessary steps, strengthen adoption, and enable more output from available resources.

Vendor-Neutral Modernization
Recommendations align to mission needs, workforce readiness, security constraints, and federal priorities, not a single platform.

Governance for Regulated Environments
Policy, risk mitigation, responsible adoption, and stakeholder trust for regulated and restricted environments.

Role-Based Workforce Enablement
Training tailored to job functions and approved use cases, accelerating adoption while reducing unmanaged AI use.

Teaming and Contracting Inquiries

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