

## The Bridge Handbook to Government Marketing

We support state and federal agencies to help share their mission and achieve their goals. Through powerful data and full-service marketing services, Bridge connects government agencies with their audiences to inspire, influence, and improve their digital marketing strategies.

### What We Do

Based on each government agency's specific goals, we utilize our comprehensive database to help find the right constituents, deliver media outreach across all channels, and accurately measure our campaign success.

Our digital campaigns specialize in:

- Driving Brand Awareness
- Increasing constituent outreach and engagement
- Pushing recruiting efforts for organizations

#### AUDIENCE ANALYSIS



By combining offline, online and mobile data, we identify the right audience based on your client's unique marketing goals.

- Age
- Ethnicity
- Occupation
- Demographic
- Political Affiliation
- Etc...

#### MEDIA DELIVERY



We link your audience to individual device IDs and cookies so we can reach them across every channel for maximum engagement.



#### ADVANCED ATTRIBUTION



Our attribution solutions ensure that your marketing dollars are generating real results including:

- Audience Analysis
- Cross-Device Tracking
- Foot-Traffic Attribution

### Key Benefits

- **Small Business Status** - As a qualified small business, we provide government agencies with a unique value to their overall marketing strategy.
- **Hyper-Local Targeting** - With our rich database of audiences, we help organizations reach the right people, whether locally or nationally - in the right place, at the right time.
- **Personalized Marketing Campaigns** - By linking our digital campaigns to real, verified individuals, we deliver relevant, personalized ads to people based on their unique interests, lifestyle, and media preferences.

## Federal Contract Vehicles

GSA AIMS:

The Professional Services Schedule (PSS) Offering Advertising & Integrated Marketing Solutions

### 541-3 - Web Based Marketing Services

- Services provided under this SIN include the development of strategies for an agency to provide the maximum use of their Internet capabilities. Services include, but are not limited to the following components:
  - Website Design and Maintenance Services
  - Search Engine Development
  - Email Marketing
  - Interactive Marketing
  - Web-Based Advertising (including social media outlets)
  - Web-Based Training
  - Webcasting
  - Video Conferencing via the web
- Section 508 Compliance, including captioning services, online media management; and related activities to web based marketing services.
- Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

### 541-5 - Integrated Marketing Services

- Services provided under this SIN include offering a complete solution that collectively integrates the various services provided separately under the other SINs. Services include, but may not be limited to the following components:
  - Creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns.
  - Comprehensive solutions include services available separately under SINs:
    - 541-1 Advertising Services
    - 541-2 Public Relations Services
    - 541-3 Web Based Marketing Service
    - 541-4 Specialized Marketing (i.e. SIN 541 4A through SIN 541 4G).
- Contractors must demonstrate the capabilities to provide services normally associated with an integrated marketing campaign (Market Research, Conference Planning, etc.).

## Who We Work With:

