



**IMPACT**

MARKETING + COMMUNICATIONS

8720 Georgia Ave, Suite 324, Silver Spring, MD 20910

TEL 202-588-0300

[ImpactMarketing.com](http://ImpactMarketing.com)

We are an award-winning, woman-owned small business with more than 25 years of federal contracting experience.

## + CORE COMPETENCIES

**IMPACT MARKETING + COMMUNICATIONS** is a marketing and communications consulting firm offering a full suite of services. We are able to provide our clients with seamless support for their marketing and communications goals and guide them from ideation to execution. We are WOSB and EDWOSB certified.

### MARKETING + COMMUNICATIONS STRATEGY

- + Formative research, audience and content analysis, and strategic planning
- + Organizational and cause-related marketing and outreach
- + Social and behavior change

### BRANDING

- + Brand positioning and development
- + Collateral and brand experience exploration

### WRITING + EDITING

- + Editorial writing and healthcare communication
- + Translation of complex research data into plain language and actionable messages
- + Material development with user-centered design methods and cultural competency

### CREATIVE

- + Website development, UX, data visualization, and graphic design
- + Photography and videography

### MEDIA + AWARENESS CAMPAIGNS

- + Social media strategy and execution
- + Print, broadcast, and digital media outreach and relations

### TRAINING + FACILITATION

- + TA manual and curricula development
- + Workshops, webinars, and other Web-based education

## + PAST PERFORMANCE

Impact has partnered with a vast range of federal and state agencies, nonprofits, and businesses, including the following:

- + U.S. Department of Health and Human Services, Health Resources and Services Administration:
  - > HIV/AIDS Bureau (25+ year client relationship)
  - > Bureau of Health Workforce
  - > Bureau of Primary Health Care
  - > Bureau of Maternal and Child Health
  - > HRSA-wide TA and Evaluation IDIQs (subcontractor)
- + Substance Abuse and Mental Health Administration (SAMHSA)
  - > SAMHSA IDIQ, Domain IV Communications (prime contractor)
  - > SAMHSA IDIQ, Domains I Evaluation & V TA/Training (subcontractor)
- + White House
- + Centers for Disease Control and Prevention (CDC)
  - > CDC SHEPherD IDIQ, Domain 3 (subcontractor)
- + Centers for Medicare & Medicaid Services (CMS)
- + Department of Labor (DOL)
- + Housing and Urban Development Project (HUD)
- + New York State Department of Health
- + New York City Department of Health

“Superior quality. [Impact] is detail-oriented, exceptional at fact checking and always provides accurate work. They produce very professional products; their work always receives compliments!”

—CPAR Federal Evaluation

## The Impact Advantage



### CREATIVE PARTNERSHIP

We work to know your priorities, audiences, existing efforts, and long-term goals



### BREADTH OF STAFF

In-house expertise across the marketing and communication skill set



### RESEARCH-BASED APPROACH

Ensures that messages are on target



### TAILORED-FIT TEAMS

Ensures every person is a strategic and effective fit to maximize results and efficiently use resources.



### EXPERIENCE IN ACTION

We are a seasoned consultancy with decades of expertise translating complex topics to wide audiences and moving them to action

### NAICS CODES

- 541613 Marketing Consulting Services
- 541611 Administrative Management & General Management Consulting Services
- 541618 Other Management Consulting Services
- 541990 All Other Professional, Scientific, & Technical Services
- 541820 Public Relations Agencies
- 519130 Internet Publishing and Broadcasting and Web Search Portals
- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541810 Advertising Agencies
- 541890 Other Services Related to Advertising
- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541519 Other Computer Related Services
- 541712 Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)
- 541720 Research and Development in the Social Sciences and Humanities
- 541922 Commercial Photography
- 512110 Motion Picture & Video Production
- 561410 Document Preparation Services
- 561990 All Other Support Services

DUNS: 162006316

### CONTACT

**SARAH COOK-RAYMOND**

President and CEO

[scook@impactmarketing.com](mailto:scook@impactmarketing.com)

202-588-0300

View our work, full capabilities, and client list at [ImpactMarketing.com](http://ImpactMarketing.com)