



IMPACT

MARKETING + COMMUNICATIONS

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

TEL 202-588-0300

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 full-service, integrated marketing and communications firm. We provide a personalized and research-based approach to increase brand awareness, elevate missions, and drive ROI. 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)
 - > Office of Health Equity
- + Substance Abuse and Mental Health Administration (SAMHSA) IDIQ
 - > 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)
- + Agency for Healthcare Research and Quality (AHRQ)
- + Centers for Medicare & Medicaid Services (CMS)
- + Department of Labor (DOL)
- + Housing and Urban Development Project (HUD)
- + New York State Department of Health (certified WBE in NYS)
- + 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



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

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CONTACT

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View our work, full capabilities, and client list at ImpactMarketing.com