IMPACT
MARKETING + COMMUNICATIONS®

Offices in Albany, NY & Washington, DC
TEL 202-588-0300
ImpactMarketing.com

We are an award-winning, woman-owned small business with more than 30 years of 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. At the national level, we are WOSB and EDWOSB certified and in New York State, we are WBE certified.

MARKETING + COMMUNICATIONS STRATEGY
+ Formative research, audience and content analysis, focus groups, message testing, and strategic planning
+ Organizational and cause-related marketing and outreach
+ Social and behavior change

BRANDING
+ Branding concepting, positiong, 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
+ Culturally competent material development and user-centered design

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

MEDIA, AWARENESS + EDUCATION CAMPAIGNS
+ Social media strategy, design, and execution
+ Print, broadcast, and digital media outreach and relations, including multilingual execution

TRAINING + FACILITATION
+ Technical assistance manuals, curricula, and resource developoment
+ Workshops, webinars, online learning systems, and other Web-based education

> "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*

+ 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)
+ U.S. Department of Housing and Urban Development (HUD)
+ New York State Department of Health (certified WBE in NYS, 18+ year client relationship)
+ New York City Department of Health

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

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
541820	Public Relations Agencies
541430	Graphic 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
541717	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

DUNS: 162006316

UIE: S1TVNSD3GN35

CONTACT
SARAH COOK-RAYMOND
President and CEO
scook@impactmarketing.com
202-588-0300