

Angel Flight Marketing Services

GSA- National Marketing & Communications Division

Graphic Design, HTML, & General Marketing Support



GSA Federal Supply Service

Buying Services

Accomplish Your Mission with
GSA Acquisition Solutions



Client: Federal Government- General Service Administration

Situation

The GSA National Marketing & Communications Division operates GSA's feature magazine for federal purchasers and acquisition professionals that covers acquisition programs, training, and upcoming events for GSA. Published bimonthly, GSA's Centralized Mailing List Service provides printed catalogs and brochures of products and services, how-to manuals, quick-reference sheets, and guides for SmartPay cards and schedules. Client's goal was to understand better the structure of the marketplace regarding brands, brand identity, positioning opportunities, and ways to communicate with specific audiences within the federal government.

Strategy

Angel Flight Marketing Services provides GSA marketing services in 3 essential areas; graphic design, copywriting technical support, and Marketing Email and HTML support.

Results

Graphic Design and Support Services

We provide graphic designers who support GSA and provide services for a variety of marketing-related collateral and database systems maintenance, ensuring that the visuals and functionality provided in any customer outreach effort is consistent, supports the message and that it reflects the "business of government" image associated with GSA. This marketing collateral material consists of published catalogs, manuals, guides, and GSA publishing.

Copywriting: Technical and Analytic Support

We offer technical and analytic support services to employees who provide business intelligence development/database marketing efforts, including integrating a broad range of IT software (including proprietary system and Salesforce.com). Data mining, troubleshooting, custom application building, normalizing/manipulating data and other related services, by information security/ information assurance policies, principles and practices set for by GSA and the Federal Government.

Marketing Email and HTML Support

Our HTML support employees support GSA in administering and creating HTML emails, operating commercial email software (e.g., Group mail), manage email opt-outs and bounces, metrics and reporting. Development of HTML web content and preparing web usage reports utilize tracking software (e.g., Web trends). Additional design work includes web content and print design when allows efficiencies in executing an entire campaign. The graphic designers, copywriters, and HTML support for Angel Flight Marketing Services have done work for various projects. The duties they have are included to ensure that the visuals and functionality provided in an outreach effort is consistent, supports the message and that it reflects the "business of government" image associated with GSA, and supports campaigns.



U.S. General Services Administration



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