

# GOVERNMENT CAPABILITIES

# DIGITAL MARKETING SERVICES

GSA MAS 47QRAA18D00CN

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**NIGHTHAWK MARKETING** is a certified WOSB providing digital marketing services to government agencies, including government funded nonprofit and healthcare organizations. We have completed numerous contracts with a high degree of quality and attention to detail while closely adhering to brand guidelines, budget parameters, and timelines. The people, processes, and resources that Nighthawk Marketing has in place allow our agency to work with speed, accuracy, and efficiency.

## FOCUS AREAS

Accessibility Compliance  
Brand Development  
Campaign Management  
Communications Planning  
Content Development  
Custom Graphics & Illustrations  
Feasibility Studies & Audits  
Focus Group Testing  
Graphic Design  
Marketing Consulting  
Marketing Outreach  
Marketing Research  
Marketing Strategies  
Media Planning & Buying  
Photography  
Project Management  
Search Engine Optimization  
Search Marketing & PPC  
Social Media Management  
Strategic Development  
Video Animation  
Video Editing  
Videography  
Web Backend Development  
Web CMS Migrations  
Web Frontend Development  
Web Hosting Services  
Web Maintenance Support  
Web Technical Support  
Web User Experience Research  
Web User-Centered Design

## MASTER CONTRACTS

Federal, state, and local government agencies, including government funded nonprofit and healthcare organizations, can work directly with Nighthawk Marketing under the contracting vehicles below. These master contracting vehicles allow for procuring of simple to complex fixed-price, time and materials, or labor-hour services.

### FEDERAL GSA MAS – CONTRACT # 47QRAA18D00CN

#### GSA MAS Information Technology - IT Services

- 54151S/54151SRC: IT Professional Services
- 54151HEAL/54151HEALRC: Health IT Services

#### GSA MAS Professional Services - Marketing and Public Relations

- 541511/541511RC: Web Based Services
- 512110/512110RC: Video/Film Production
- 541922/541922RC: Photography Services
- 541430/541430RC: Graphic Design Services
- 541613/541613RC: Marketing Consulting Services
- 541910/541910RC: Marketing Research and Analysis
- 541810/541810RC: Advertising Services
- OLM/OLMRC: Order Level Material

### STATE OF MN – SWIFT # 871527

#### Equity Select, MNSITE, MINNCOR Master Contracts

- 541511: IT & Web Based Services
- 512110: Video/Film Production
- 541922: Photography Services
- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- 541910: Marketing Research and Analysis
- 541810: Advertising Services



Contract Holder  
Contract # 47QRAA18D00CN

## GOVERNMENT CLIENTS

### FEDERAL GOVERNMENT

Centers for Disease Control and Prevention  
Centers for Medicare and Medicaid Services  
Food and Nutrition Service  
Forest Service  
Health Resources and Services Administration  
National Center for Adv Translational Sciences  
National Institute of Health  
National Oceanic and Atmospheric Administration  
U.S. Bureau of Reclamation  
U.S. Department of Agriculture  
U.S. Department of Education  
U.S. Department of Health & Human Services  
U.S. Fish and Wildlife Service

### STATE GOVERNMENT

MN Board of Water and Soil Resources  
MN Dept of Administration  
MN Dept of Agriculture  
MN Dept of Commerce  
MN Dept of Corrections  
MN Dept of Education  
MN Dept of Employment and Economic Dev  
MN Dept of Health  
MN Dept of Human Services  
MN Dept of Management and Budget  
MN Dept of Natural Resources  
MN Dept of Transportation  
MN Governor's Office  
MN Housing Finance Agency  
MN Information Technology  
MN Office of Administrative Hearings  
MN Office of the Secretary of State  
MN Office of the State Auditor  
MN Pollution Control Agency  
MN Public Employees Retirement Association  
MN Public Utilities Commission  
MN State Board of Investment  
MN State Retirement System  
MN Teachers Retirement Association

### CITY/COUNTY GOVERNMENT

City of Eagan, MN  
City of Minneapolis, MN  
City of St. Paul, MN  
Carver County, MN  
Hennepin County, MN

## RECENT PAST PERFORMANCE

### WEB

#### HHS-CMS/ResDAC

[resdac.org](http://resdac.org)

#### HHS-HRSA/Flex Monitoring

[flexmonitoring.org](http://flexmonitoring.org)

#### NIH-NCATS/Univ of MN CRSC

[crsc.umn.edu](http://crsc.umn.edu)

#### MN Dept of Agriculture

[mda.state.mn.us](http://mda.state.mn.us)

#### MN Dept of Commerce

[mn.gov/commerce](http://mn.gov/commerce)

#### MN Board of Water & Soil Resources

[bwsr.state.mn.us](http://bwsr.state.mn.us)

#### MN Office of the Secretary of State

[sos.state.mn.us](http://sos.state.mn.us)

#### MN Office of the State Auditor

[osa.state.mn.us](http://osa.state.mn.us)

#### MN Public Utilities Commission

[mn.gov/puc](http://mn.gov/puc)

### VIDEO

#### Nighthawk Marketing Demo Reel

[vimeo.com/338276512](http://vimeo.com/338276512)

#### MN State Retirement System

[vimeo.com/394319511](http://vimeo.com/394319511)

[vimeo.com/394320190](http://vimeo.com/394320190)

#### MN Dept of Agriculture

[vimeo.com/637587645](http://vimeo.com/637587645)

[vimeo.com/637587180](http://vimeo.com/637587180)

[vimeo.com/656787027](http://vimeo.com/656787027)

### MARKETING

#### USDA-FS/MN Dept of Natural Resources

*PlayCleanGo Program - Outreach Strategy & Management*

#### HHS-CDC/MN Dept of Health

*Arthritis Program - Collateral Design & Campaign Management*

#### U.S. Fish and Wildlife Service

*GLRI Tracking System - Feasibility Study*