GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Multiple Award Schedule (MAS)
Large Category: Professional Services
Subcategories: Marketing and Public Relations and Media Services

Contract Number	GS-07F-0138Y
Contract Period	07/10/2018 – 07/09/2023 (Option 2)
Contractor	iostudio, LLC 565 Marriott Drive, Suite 820 Nashville, TN 37214 Phone: 615-256-6286 ext. 4 / Fax: 615-256-6860 www.iostudio.com
Contract Administrator/ Marketing POC	Lisa Menck-Shock Phone: 615-256-6286 ext. 4 / Fax: 615-256-6860 info@iostudio.com
Business Size	Small Business

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering

Online access to contract ordering information, terms and conditions, up-to-date pricing,
and the option to create an electronic delivery order are available through GSA
Advantage: www.gsaadvantage.gov.

*Prices current through modification **#PA-0034** dated **June 5, 2020**.*

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Company Information

iostudio seeks clients who are making a positive impact in the world.

Our diverse team members and talents are fueled by a common passion to serve the greater good, which results in award-winning brand engagement, business solutions and software engineering for Federal agencies, Fortune 500 companies and nonprofits.

Founded on Veterans Day in 1997 in Nashville, Tenn., iostudio's first client was the United States Army National Guard—a client we still serve today. Cutting our teeth in government contracts ensured that our company processes and hiring aligns with the transparency and commitment to measurable return on investment demanded by Federal work. We refer to it as being "good stewards of the dollar." Often, that client dollar is a taxpayer dollar or a donated dollar—and either way, that's funding directly intended to make that positive impact. It is our responsibility to ensure that the effectiveness of every client dollar is optimized and clearly measured.

Get to know us by clicking the image above to watch our team video, "Why I Love iostudio."

The stewardship of client funding coupled with our talent has grown our business beyond the Guard, earning the trust of the U.S. Navy, the Marines, the Department of Interior, the Department of Agriculture, the Department of Defense, the U.S. Chamber of Commerce, UPS, McKesson and many more.

Furthering our unique perspective, more than two dozen of our employees are current or former service members. In 2012, iostudio received the prestigious Employer Support for the Guard and Reserve (ESGR) Secretary of Defense Freedom Award for going above and beyond in support of our Guard and Reserve employees. Annually, we renew an ESGR Statement of Support. iostudio President Lisa Shock is an Army Reserve officer who has received an ESGR Patriot award as have several other managers. We also are in the process of launching an iostudio Veterans Resource Group to help foster career development and provide support for our military employees.

Learn more at www.iostudio.com.

iostudio Services

iostudio delivers business solutions, design, engineering + engagement services creating positive impact in the world.

Business solutions

iostudio prioritizes measurable return on investment throughout a project lifecycle. Iteratively, our clients see where and how their funding is creating product and moving the dial on key performance indicators (KPIs).

To enable this, we kick off each project with a thorough discovery. Discovery analyzes existing operational architecture, KPIs, and objectives with stakeholder and audience involvement. The results of discovery (including courses of action) are then submitted in clear and organized documentation, laying the blueprint for efficient and successful development. A thorough effort in discovery and documentation enables a smooth development and deployment of program assets. With deployment, we tag on additional program analysis to report on performance and recommend optimizations as they take shape.

Augmenting our in-house arsenal of strategy specialists and military-trained logistics and operations personnel, we have reached back to Lean Six Sigma Black Belts and Business Analysts to expedite solutions.

Solutions in Action: The U.S. Navy entrusts iostudio to deliver their contact center solution for recruiting. In our discovery of their Lead-to-contact operations, **we identified and operationalized a way to reduce process from 7 days to 7 minutes.**

Design

Design starts for us by focusing on what medium best serves to empower and educate our clients' audiences. This requires a mastery of a broad toolset. Our products have included national publications, collateral for global brands, high-volume brochures as well as brand strategy and brand development. We employ Adobe Creative Cloud, Adobe After Effects, Sketch, InVision as well as PHP, .NET codebases, among others. However, a great tool only produces great work when manipulated by a talented creator. Our award-winning team of art directors, front- and back-end developers, graphic designers, User Experience/User Interface experts and strategists bring concepts to reality in tight collaboration with our in-house

Solutions in Action: iostudio created and published the official magazine of the Army National Guard, *GX*® magazine, for more than a decade. Recognized by **more than 60 awards for its design and editorial excellence**, *GX* empowered Soldiers and families with information to boost their resiliency, advance careers and nurture recruiting and retention. Global content creation captured the courageous service of Guard members as well as exclusive communications from U.S. Presidents, Secretaries of Defense, Chairmen of the Joint Chiefs, Governors and General Officers.

analytics team. The marriage of design and analytics ensures creativity that is validated by quantifiable return on investment.

Engineering

As we discover client objectives and operations, we often learn of platform challenges. Uniquely, iostudio has the in-house capability to solution these challenges with custom solutions or customizations on third-party platforms. Our development and information systems teams architect digital environments scaled to each client, large or small. As example, we support not only robust, NIST-compliant architectures for the U.S. Army National Guard, we also support local nonprofit WordPress sites for clients such as Second Harvest Food Bank of Middle Tennessee. As with design, this breadth of effort requires mastery of many tools and the ingenuity to tailor them to client budgets in a manner fair and reasonable.

We operate in an Agile-infused workflow, iteratively reviewing product with clients to ensure management of expectations and alignment with budget and objectives. Careful discovery and documentation ensure each step is premeditated and measured.

Engagement

Attracting the client's audience is only half the battle. We believe how we engage the audience is equally—if not more—important to truly deliver quantifiable return on investment. It is critical to deliver on the brand promise and provide one-touch resolution to the needs of the audience in a measurable and meaningful way. Our Functional Content Marketing™ strategy drives every proposed solution. Essentially, Functional Content Marketing requires intensive audience and client research to combine with audience involvement in the creative and development process to then create audience empowerment. Once the audience is empowered by the brand experience, you have created a magnetic experience attracting and retaining not only the target audience but their sphere of influence as well.

Unlike most marketing agencies, iostudio has an in-house contact center operation currently serving the U.S. Navy, the U.S. Army National Guard and the Department of Defense with contracted services spanning phone calls, mobile chats, email, training and analytics. Our contact center strategy aligns perfectly with our Functional Content Marketing approach in that we staff with subject matter experts who target first-contact resolution with relevant experience to the service and comprehensive training in the client's criteria. We additionally support social media management for healthcare and Federal clients, again putting a deep knowledge at the foundation of every execution. Howsoever the conversation manifests, iostudio enacts a
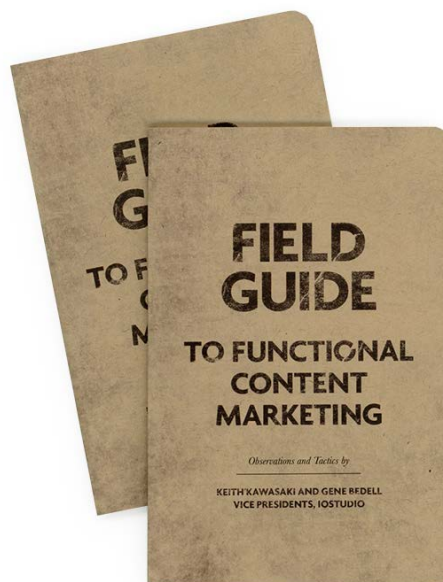
A Defined Strategy: Drawing from best practices in audience engagement learned from more than 20 years in service to Federal and State agencies, Fortune 500 companies and nonprofits, we published our **multi-award-winning content strategy** in the Field Guide to Functional Content Marketing, available here: **www.iostudio.com/field-guide**

functional strategy that is designed to fit into the audience's media habits, delivers meaningful and immediately useful value to the audience and tracks every dollar spent.

Measurement occurs with our in-house strategy and analytics team, which drives qualitative and quantitative research, digital media and market landscape audits, focus groups and high-volume/high-visibility reporting. Fundamentally, we believe no data is useful unless it's understandable, and we strive to prepare every data presentation in a user-friendly and clean approach prioritizing key performance indicators. Once data is prepared in this manner, it becomes quickly and conveniently actionable to drive all new initiatives, audit engagements and enable real-time optimization. One way we surface this solution is through a real-time data dashboard accessible to clients in a mobile-friendly and secure platform. As the agency tracking and reporting every marketing campaign activity for the United States Army National Guard since 2011, we strive to be on the forefront of data integrity, data access and data-driven decision-making.

Services Summary

Business Solutions	Engagement
Analytics and Data Visualization Audience Research and Engagement Brand Strategy Competitive Research Performance Optimization	Content Strategy Content Development Contact Center Staffing and Management Copywriting/Copyediting Email Marketing Human Resources Marketing and Outreach Internal Communications
Design	
Display Design Editorial and Publication Design Graphic Design Illustration Infographic Design and Animation Interactive Design Logo Design Motion Graphics and Animation Print Design User Interface/User Experience Design	Original Music Composition Photography (On-location and In-studio) Recruiting and Retention Marketing Strategy Search Engine Marketing and Optimization Social Media Community Management Social Media Marketing Specialty Recruiting Strategy and Modeling Video Production Voice-over Talent
Engineering	
Content Management System Customer Relationship Management System Front- and Back-end Web Development Information Systems Web and Native Application Development Website Hosting Website Maintenance	

iostudio Process

Every iostudio client is outfitted with a dedicated and customized Triad to best deliver on requirements and mitigate risk. The Triad is composed as follows:

- **Account Manager:** Adopts and represents the client's needs and expectations to iostudio; interfaces with the client to present and discuss iostudio deliverables; oversees performance to identify opportunities for efficiency and innovation while ensuring the client receives measurable return on investment.

- **Project Manager:** Establishes, tracks and manages the schedule for client deliverables; tasks iostudio staff as dictated by client deliverables; monitors and manages project budget(s); monitors and maintains measurable return on investment.

- **Subject matter expert:** Aligns client goals with the execution of client deliverables through expert performance in the required medium; optimizes performance by leveraging a deep understanding and experience with the medium and nature of deliverables; maintains vigilance as a student of relevant industry to ensure best practices and emerging trends are applied and explored, respectively; monitors and maintains measurable return on investment.

The Triad ensures that our clients receive three tightly knit individuals bonded with an established camaraderie, established processes and a unified goal of exceptional, measurable service. Each individual brings a varied perspective for checks and balances. While the account manager largely drives client objectives, the project manager drives the efficiency in delivery on those objectives, and the subject matter expert ensures that the performance of the objectives is best-in-class.

Each individual motivates the other two with continuous audit and innovation at the task level. Our clients appreciate that each Triad member is responsible for measurable return on investment, as noted above. This attention requires lead measures with the foresight to optimize opportunities and quick-reaction lag measures to reduce the impact of operational challenges.

The Triad funnels work through our 4D's process. The 4D's are composed as follows:

- **Discovery:** Through client stakeholder discussion and client-sourced data/asset analysis, iostudio-driven data and research analysis, and creative exploration, the nature of the objectives and definition of success is understood and established.

- **Documentation:** The written record of Discovery; acts as a blueprint for Development; iteratively reviewed by the client to ensure accuracy and agreement of the execution plan, its schedule, its quality assurance plan and reporting plan.

- **Development:** Driven by insights of Discovery and acting based on Documentation, the execution of tasks iteratively reviewed by the client to manage expectations, mitigate risk and deliver measured results.

- **Deployment:** Upon completion of Development, the launch of deliverables; immediate and thorough quality assurance auditing; activation of analysis maintenance for

measurable return on investment.

Note: Deployment initiates iostudio's **Audit and Innovate Cycle**. *The Audit & Innovate Cycle operates on mechanisms of measurement defined in Discovery—tracking and analyzing Key Performance Indicators (KPIs). Mechanisms can include custom solutions, audience sensing or third-party dashboards (such as Google Data Studio). iostudio's assigned Triad routinely monitors success to identify opportunities and challenges, then documents and solutions optimization for client review prior to implementation. Essentially, iostudio believes in optimizing each funding dollar and recognizes that audience engagement habits and trends can shift rapidly. It is our responsibility to shift performance variables accordingly, when contractually permitted.*

As work is funneled through the 4D's, the individual components are dissected and recategorized in our DMT (Deliverable, Milestone, Task) model. The project manager parses level of effort accordingly to assign two-way commitments with definitive dates and times of delivery as well as individual staff assignments. The DMT model is one more driver for accountability at the micro-level.

Staffing for any project at the production-level will be dictated by one of our Project Managers, who will match skill set with availability. Our Project Managers use ClickUp, a secure, best-in-class project collaboration tool. ClickUp enables us to meticulously plot tasks and track hours and budget, optimizing performance for every deliverable.

iostudio has a deep in-house capability of skill sets to include strategists, business intelligence analysts, videographers, photographers, copywriters and editors, art directors and designers, digital developers, quality assurance analysts, and more.

Contract Information

1.

    a. Table of Awarded Special Item Numbers (SINs):

SIN	Description
SIN 541810 /RC	Advertising Services
SIN 541511 /RC	Web-based Marketing Services
SIN 541910 /RC	Market Research and Analysis
SIN 512110 /RC	Video/Film Production
SIN 541430 /RC	Graphic Design Services
SIN 541613 /RC	Marketing Consulting Services
SIN OLM /RC/ STLOC	Order Level Materials (OLM)

For a full description of the covered services visit: GSA eLibrary.

Our GSA MAS contract can also support state and local agencies under the following programs:

- Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act)—allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.

- Federal Grants During Public Health Emergencies (Section 319 of the Public Health and Services Act)

- American Recovery and Reinvestment Act (ARRA)—we have accepted the Recovery Act clauses and are eligible to receive orders funded, in whole or in part, by the Recovery Act.

    b. Lowest Priced Model Number and price for each SIN: See price list (page 13).

    c. Hourly Rates: See price list beginning on page 13.

2. Maximum order: $1,000,000
Note: Agencies may place, and Contractor may, but it is not obligated to honor, orders exceeding this limit.

3. Minimum order: $100.00

4. Geographic coverage: Domestic

5. Point(s) of production: Services N/A

6. Discount from list: All prices Herein are Net

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days.
Note: Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Government Purchase Cards are accepted below the micro-purchase threshold.
9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. Foreign items: N/A

11a. Time of delivery: In accordance with the requirements of the task order
11b. Expedited delivery: Contact Contractor's Representative
11c. Overnight and two-day delivery: Services N/A
11d. Urgent requirements: Agencies can contact the Contractor's Representative to affect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

12. F.O.B. point: Destination

13a. Ordering address: iostudio, LLC, 565 Marriott Drive, Suite 820, Nashville, TN 37214
13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address: Same as Contractor address

15. Warranty provision: Standard Commercial Warranty. Customer should contact Contractor for a copy of the warranty.

16. Export packing charges: N/A

17. Terms and conditions of government purchase card acceptance: Contact Contractor

18. Terms and conditions of rental, maintenance and repair: N/A

19. Terms and conditions of installation: N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
   a. Terms and conditions for any other services: N/A

21. List of services and distribution points: N/A

22. List of participating dealers: N/A

23. Preventative maintenance: N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 compliance for Electronic and Information Technology (EIT): N/A

25. Data Universal Number System (DUNS) number: 071139666

26. iostudio is registered in the System for Award Management (SAM) database.

Contract Administrator and Marketing Point of Contact

Lisa Menck-Shock
iostudio, LLC, 565 Marriott Drive, Suite 820, Nashville, TN 37214 | Tel: 615-256-6286 ext. 4 / Fax: (615) 256-6860 / Email: info@iostudio.com

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Contract Overview

GSA awarded iostudio, LLC, a GSA Federal Supply Schedule contract for the Multiple Award Schedule (MAS), Contract #GS-07F-0138Y. The current Option period is Option Period 2. GSA may exercise a up to one additional 5-year option period. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using labor categories and ceiling rates defined in the contract.

Contract Use

This contract is available for use by all Federal government agencies, as a source for Professional Services, specifically Marketing and Advertising services. Executive agencies, other Federal agencies, mixed-ownership government corporations, and the District of Columbia, government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal government.

Our GSA MAS contract can also support state and local agencies under the following programs: Disaster Recovery Purchasing Program (Section 833 of the National Defense Authorization Act) and Federal Grants During Public Health Emergencies (Section 319 of Public Health and Services Act).

Contract Scope

Services specified in a task order may be performed at the Contractor's facilities or the ordering agencies' facilities. The government will determine the Contractor's compensation by any of the several different methods (to be specified at the task order level), e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material. iostudio, LLC, was awarded a GSA MAS contract to provide Professional Services, specifically Marketing and Advertising services, under the below contract SINs:

a. 541810 Advertising Services
b. 541511 Web-based Marketing Services
c. 541910 Market Research and Analysis
d. 512110 Video/Film Production
e. 541430 Graphic Design Services
f. 541613 Marketing Consulting Services
g. OLM   Order Level Materials (OLM)

The government defined and awarded iostudio's contract after evaluation based on experience, negotiated cost reasonableness and past performance under the above SINs. Task orders identified and defined under these SINs may be awarded to iostudio.

For a full description of the services covered under SINs 541810, 541511, 541910, 512110, 541430, 541613 and OLM visit: GSA Library.

Labor Rates

	SIN(s)	Labor Categories	Hourly Rate
	Strategy and Analytics		
1	541810, 541511, 541910, 512110, 541430, 541613	Business Intelligence & Media Supervisor	$105.79
2	541810, 541511, 541910, 512110, 541430, 541613	Business Intelligence Analyst	$100.76
	Content Marketing		
3	541810, 541511, 541910, 512110, 541430, 541613	Associate Editor	$60.45
4	541810, 541511, 541910, 512110, 541430, 541613	Content Strategist	$85.64
5	541810, 541511, 541910, 512110, 541430, 541613	Editor-In-Chief	$125.94
6	541810, 541511, 541910, 512110, 541430, 541613	Editorial Designer	$65.49
7	541810, 541511, 541910, 512110, 541430, 541613	Information Designer	$95.72
8	541810, 541511, 541910, 512110, 541430, 541613	Senior Associate Editor	$80.60
	Creative		
9	541810, 541511, 541910, 512110, 541430, 541613	Copywriter	$55.42
10	541810, 541511, 541910, 512110, 541430, 541613	Creative Services Producer	$85.64
11	541810, 541511, 541910, 512110, 541430, 541613	Designer	$70.53
12	541810, 541511, 541910, 512110, 541613	Director Editor	$80.60
13	541810, 541511, 541910, 512110, 541613	Executive Producer	$100.76
14	541810, 541511, 541910, 512110, 541430, 541613	Junior Videographer/Editor	$60.45
15	541810, 541511, 541910, 512110, 541430, 541613	Senior Art Director	$100.76
16	541810, 541511, 541910, 512110, 541430, 541613	Senior Interactive Designer	$110.83
	Customer Care		
17	541810, 541511, 541910, 512110, 541430, 541613	Deputy Program Manager	$95.72
18	541810, 541511, 541910, 512110, 541430, 541613	Program Manager	$115.87
19	541810, 541511, 541910, 512110, 541430, 541613	Shift Supervisor	$85.64
20	541810, 541511, 541910, 512110, 541430, 541613	Support Operator	$75.57
21	541810, 541511, 541910, 512110, 541430, 541613	Team Leader	$75.57
	Development		
22	541810, 541511, 541910, 512110, 541430, 541613	Developer	$115.87

23	541810, 541511, 541910, 512110, 541430, 541613	Front End Developer	$110.83
24	541810, 541511, 541910, 512110, 541430, 541613	Junior Developer	$75.57
25	541810, 541511, 541910, 512110, 541430, 541613	Senior Developer	$125.94
Client Services			
26	541810, 541511, 541910, 512110, 541430, 541613	Account Executive	$80.60
27	541810, 541511, 541910, 512110, 541430, 541613	Account Supervisor	$105.79
28	541810, 541511, 541910, 512110, 541430, 541613	Lead Processing Manager	$110.83
29	541810, 541511, 541910, 512110, 541430, 541613	Senior Account Executive	$105.79
Information Services			
30	541810, 541511, 541910, 512110, 541430, 541613	IS Systems Administrator	$130.98
31	541810, 541511, 541910, 512110, 541430, 541613	Operations Engineer	$80.60
32	541810, 541511, 541910, 512110, 541430, 541613	Technology Strategist	$125.94
Project Management			
33	541810, 541511, 541910, 512110, 541430, 541613	Product Owner	$146.10
34	541810, 541511, 541910, 512110, 541430, 541613	Proofreader	$60.45
35	541810, 541511, 541910, 512110, 541430, 541613	QA Analyst	$105.79

Labor Category Descriptions

Strategy and Analytics

Business Intelligence & Media Supervisor
Responsible for management of the company's business intelligence activities and oversight of the Strategy and Analytics Department. Takes the lead on design, coding, testing and documenting of new or existing analytics systems. Responsible for monitoring all aspects of reporting planning and creation including the timely and accurate creation of reports from the data architecture planning phases to final ROI data collection. Experience is based on needs, knowledge of Google Analytics, Excel, ETL, MySQL, Pentaho and others if appropriate.

Years of Experience: 7
Educational Requirements: Bachelor's degree or professional certification

Business Intelligence Analyst
Responsible for the strategic design, implementation and maintenance of analytics systems using Pentaho and other business intelligence platforms. Performs as lead on the design, coding, testing and documenting of new or existing analytics systems. Participates in the design and development of analytics and data frameworks necessary to support reporting systems built using Pentaho. Experience is based on needs, knowledge of Google Analytics, Excel, ETL, MySQL, Pentaho and others if appropriate.

Years of Experience: 5
Educational Requirements: Bachelor's degree or professional certification

Content Marketing

Associate Editor
Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases, and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), websites and exhibits.

Years of Experience: 2–3
Educational Requirements: B.A. in English, Journalism or equivalent

Content Strategist
Responsible for creating and deploying strategies for email, social and websites to match client needs with consumer expectations. Develops comprehensive, strategic plans to increase content excellence and achieve goals. Engages and activates in-house journalists and production team to create content. Oversees the email and social marketing programs for nonprofit and government accounts. Translates approved strategies outlined into actionable content plans and calendars. Experience is based on needs, knowledge of email platforms (Emma preferred), social media platforms and others if appropriate.

Years of Experience: 6
Educational Requirements: Bachelor's degree

Editor-in-Chief
Provides guidance to the content marketing team in preparing the strongest publication possible in both editorial and layout. Manages writers and editors, both internal and freelance, to ensure the best overall product for all publication and target markets. Proposes and establishes goals to improve and/or adapt all publications based on the target audiences. Experience is based on needs, knowledge of Microsoft Office, Adobe Creative Suite and others if appropriate.

Years of Experience: 7
Educational Requirements: Bachelor's degree

Editorial Designer
Designs and executes creative concepts and innovative layouts for custom client publications. Contributes fresh thought and creativity to produce bold, strategic layouts for visually engaging custom publications. Learns the business of the client accounts for developing editorial designs and contributes insight into solutions for complex creative challenges and communication strategies. Utilizes expert-level command of Adobe InDesign to work efficiently within existing templates, style sheets and libraries. Experience is based on needs, knowledge of Adobe InDesign, Photoshop, Illustrator and others if appropriate.

Years of Experience: 3
Educational Requirements: Bachelor's degree

Information Designer
Creates, edits and maintains procedural and technical documentation for current and future applications. Creates, edits and maintains how-to user guides, application guides, training materials and help systems. Experience is based on needs, knowledge of Microsoft Office, Adobe Creative Suite, OmniGraffle, Microsoft Visio, and others if appropriate.

Years of Experience: 7
Educational Requirements: Bachelor's degree

Senior Associate Editor
Generates and assigns feature stories and sidebars to freelance writers and serve as the story editor (first editor) on such articles, coordinating planning details and ensuring that copy and art come together to best serve the story and the client. Determines the editing needs of a feature and calibrates the level of editing accordingly. Demonstrates the ability to challenge writers to improve their work as well as the skills of addressing story problems for them when necessary, while still respecting their voice. Plays a central role in the overall planning, editing and production of content marketing products, including print and digital magazines, reports, briefs, booklets, social media and public relations materials, newsletters, web content and other products as determined by client needs. Experience is based on needs, knowledge of Microsoft Office.

Years of Experience: 4
Educational Requirements: Bachelor's degree

Creative

Copywriter
Crafts messaging and creates copy (content) that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts and writes copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), websites and exhibits. Collaborates with design and production staff to complete client projects.

Years of Experience: 2–3
Educational Requirements: B.A. in English, journalism or equivalent

Creative Services Producer
Oversees day-to-day management of the Creative Department and serve as the primary contact for all department-related matters. Works closely with Project Managers to manage traffic scheduling, tracking, coordination and monitoring of budgets, design, development and delivery. Works closely with multiple print production vendors on a daily basis. Maintains and develops strong relationships with vendors and reps. Recommends creative production solutions, better the creative products, and troubleshoots any potential problems of the production process. Experience is based on needs, knowledge of Microsoft Office, and others if needed.

Years of Experience: 5
Educational Requirements: Bachelor's degree

Designer
Performs print, collateral, logo and brand development, site design, mobile design, and experiential design. Researches and evaluates new technologies, techniques, styles and competition. Conceptualizes with art directors and writers. Experience is based on needs, knowledge of Adobe Creative Suite.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Director Editor
Responsible for overseeing every creative aspect of a video, developing a vision, determining the look and tone, and what an audience should gain from watching it. Approves camera angles, lens effects, lighting and set design, occasionally taking part in the hiring of key crew members. Coordinates the actors' moves and can be involved in the writing, financing and editing of a film. Plays a key role in post-production, overseeing the editing of the scenes with the editor, and participates in the sound mix and musical composition of the film.

Years of Experience: 5+
Educational Requirements: B.A. or equivalent experience

Executive Producer
Responsible for the overall production of the video but not involved in any technical aspects of video production. Manages the business side of production, distribution and promotion. This role entails obtaining financing, allocating the budget and other operational functions.

Years of Experience: 10+
Educational Requirements: B.A. or equivalent experience

Junior Videographer/Editor
Confers with the Film and Video Creative Director to determine production needs, assists in all aspects of production from pre- to post- and helps ensure quality delivery of every project. Assist in a variety of complex technical tasks related to the operation of film, editing, video production and photography projects. Maintains an understanding of the operation of video, audio and photography equipment in order to coordinate and participate in assigned recording, editing and photography projects. Performs videotape recordings from linear events or tape a script in film style for A-/B-roll editing. Edits recorded video and/or audio per client or project director instructions. Produces video/photo product to its final form (i.e., print, interactive, DVD, etc.). Experience is based on needs, knowledge of Final Cut Pro.

Years of Experience: 2
Educational Requirements: Bachelor's degree

Senior Art Director
Designs print ads, brochures, booklets, fliers, TV commercials, billboards, interactive ads and more, according to strategic plans provided by the Creative Director/Account Executive. Meets as needed with the client service team members and interactive marketing personnel to ensure coordination between traditional and interactive advertising and marketing efforts. Works with the Creative Director in the selection of design elements, papers, vendors, models, freelancers, broadcast talent and all outside sources/purchases needed to fulfill production of each project. Works with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production. Provides all required specifications (e.g., colors, fonts, papers, sizes) to production department. Reviews all production materials on assigned projects. Art directs videos, photo sessions, press checks, and supervises freelancers. Experience is based on needs, knowledge of Microsoft Office and Adobe Creative Suite.

Years of Experience: 7
Educational Requirements: Bachelor's degree

Senior Interactive Designer
Leads the design efforts for interactive projects. Works productively in an Agile environment where designs will iterate and experimentation is necessary. Embraces the responsive nature of the web in designs and interfaces. Stays current with best practices in desktop, tablet and mobile design to keep up with what's working best in UI/UX and how to apply it to work. Maintains functional knowledge of how web applications work. Makes final deliveries as either responsive HTML/CSS mockups or flat files with style guides as requested. Experience is based on needs, knowledge of Adobe Creative Suite, HTML, CSS, and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or professional certification

Customer Care

Deputy Program Manager
Possesses strong presentation, organizational and customer service skills in order to be able to support and train on all components of the Web Support Team (WST). Has expert knowledge of all client documents, including the enlistment criteria, medical standards and all WST SOPs. Ensures all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, and maintaining professional and technical knowledge. Manages and increases the effectiveness of the program and team. Ensures the team responds to all client leads and applicants in a timely manner. Supervises, mentors and coaches Support Center Shift Supervisors on a weekly basis and is prepared to fulfill those supervisors' duties should the need arise. Coordinates all new hire training sessions. Monitors program metrics and queues. Maintains and secures equipment. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 4
Educational Requirements: Bachelor's degree or professional certification

Program Manager
Understands and is able to brief employees, management and clients on the intricacies of assigned programs. Learns and becomes an expert on the products in order to understand and train team members on all requirements as stated in client documents. Ensures all policies and procedures are followed, including meeting operational standards, improving quality of service, preparing reports, keeping equipment operating, and maintaining professional and technical knowledge. Manages and increases the effectiveness of the program and team; ensures the team responds to all client leads and applicants in a timely manner. Supervises, mentors and coaches Call Center Shift Supervisors on a daily basis. Coaches team members on providing a superior level of customer support. Monitors program metrics and queues, and corrects queue errors. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or professional certification

Shift Supervisor
Assists the Deputy Program Manager in daily operations. Manages the daily activities of teams of Operators as they process applicants in accordance with client policies, procedures and guidelines. Supervises team members, providing coaching, initiating training opportunities and handling disciplinary actions. Possesses a thorough knowledge of client recruitment criteria and incentive programs and is able to explain them in simple terms. Monitors scheduling to ensure sufficient coverage is available during training times, employee absences, vacation approvals and Saturday shifts. Is responsible for daily quality assurance reports and bimonthly staff quality assurance reports. Ensures all Call Center policies and procedures are followed. Ensures that Operators maintain a 90 percent minimum Quality Assurance Rating; maintains overall quality in chats and queues by conducting biweekly Quality Assurance Surveys. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 5
Educational Requirements: Bachelor's degree or professional certification

Support Operator
Interacts with potential recruits to answer any questions and works to prequalify these individuals. Makes and receives phone calls with the intent of promoting or selling company products and/or services. Communicates with applicants by providing customer service to them in accordance with client standards. Possesses a thorough knowledge of client regulations and related resource materials, while being able to explain them in simple terms.

Years of Experience: 5
Educational Requirements: High school diploma, demonstrated sales, call center/customer service experience

Team Leader
Responds to client leads in a timely manner. Professionally interacts with customers to answer any questions they have. Applies experience and judgment to plan and accomplish goals. Periodically checks for voicemail messages and returns calls in a timely manner. Distributes updates to client information. Gains functioning knowledge of the portal software used to process leads. Completes all projects and administrative tasks as assigned. Supervises Operators in the absence of the Shift Supervisor. Makes on-the-spot corrections to inappropriate Operator behavior and reports as necessary. Monitors the Customer Support email and responds appropriately. Experience is based on needs, knowledge of Microsoft Word, and others if appropriate.

Years of Experience: 3
Educational Requirements: Associate's degree or professional certification

Development

Developer
Responsible for user experience (UX) design and visual design. Delivers high-quality source code in the PHP language independently. Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Researches, tracks and understands new Web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of PHP, CSS, HTML and others if appropriate.

Years of Experience: 8
Educational Requirements: Bachelor's degree or equivalent agency interactive design experience

Front-end Developer
Responsible for user experience design and visual design. Constructs XHTML, CSS and JavaScript pages and templates from art files; constructs XHTML/CSS pages and templates using tableless layouts. Creates and modifies graphic elements of web pages and customer-provided PDF files. Works collaboratively with, and provides input to, copywriters, content managers, designers and the technical team. Experience based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XTHML/CSS and others if appropriate.

Years of Experience: 7
Educational Requirements: Bachelor's degree or professional certification

Junior Developer

Responsible for developing highly complex code and integrating artwork, text, video and sound into websites that meet client needs. Delivers high-quality source code in the PHP language independently (primarily Symfony). Creates ad hoc MySQL queries for programs and metric reporting. Creates highly complex, customized applications to enhance website capability based on business needs. Develops, tests and implements software applications. Ensures web pages are functional across different browser types and conducts tests to verify user functions. Experience is based on needs, knowledge of CSS, Sass, HTML, JavaScript (jQuery), Twig, 508 compliance, RDFa, XTHML/CSS and others if appropriate.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Senior Developer

Responsible for developing web applications and CMS-driven websites. Delivers high-quality PHP source code. Creates, maintains and optimizes MySQL queries for programs and metric reporting. Commits code using Git methodologies and best practices. Creates highly complex, customized applications in response to business needs. Researches, tracks and understands new web technologies; makes recommendations for new policies and procedures to bring in-house. Experience is based on needs, knowledge of CSS3 and HTML5, Sass, Capistrano, Foundation, Vagrant, and others if appropriate.

Years of Experience: 9
Educational Requirements: Bachelor's degree or professional certification

Client Services

Account Executive

Plans, coordinates and directs the marketing efforts on behalf of clients, guiding the day-to-day development of all client projects. Coordinates the development of the marketing strategy in accordance with the client's objectives and budgets. Consults with creative and interactive staff members to communicate client objectives and develop sound, strategic solutions. Develops annual projections of client gross income and personnel needs. Reviews all creative work prior to submitting to the client for approval, in addition to reviewing project billing. Participates in New Business activities as necessary, and develops project estimates and pricing.

Years of Experience: 3+
Educational Requirements: B.A. or equivalent

Account Supervisor

Successfully focuses the efforts of team members so that projects are completed as proposed—on time, within budget, and meeting or exceeding client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively

assigns, delegates, coordinates and monitors the work of agency staff members assigned to client projects, and manages the agency's day-to-day relationship with key client contacts.

Years of Experience: 6+
Educational Requirements: B.A. or equivalent

Lead Processing Manager
Responsible for oversight, management, and ensuring accuracy and efficiency in iostudio's aggregation, coordination and secure transfer of sales and customer service lead data through customized client channels. Is the subject matter expert on government and commercial security and compliance requirements as per client contracts. Creates training material, processes and trackers for individual employee and program-wide security requirements. Collects, maintains and processes employee security clearance documentation and trackers as needed per contract or program. Is the subject matter expert on the entire lead processing and fulfillment life cycle to include customer service requests/lead data. Is the subject matter expert on oversight and the understanding of all database connections and lead data storage and processing. Analyzes relevant reports as directed for accuracy, consistency, applicability and relevance of content; identifies areas of opportunity and makes revisions and recommendations. Experience is based on needs, knowledge of Microsoft Office, and others if appropriate.

Years of Experience: 7
Educational Requirements: Bachelor's degree or professional certification

Senior Account Executive
Responsible for representing the clients' goals and expectations at all times to internal and external audiences. Collaborates with other members of the account team, project management, media, development, strategy, reporting and creative staff to communicate client objectives and develop effective and efficient solutions. Directs and manages all day-to-day account responsibilities. Directs and develops brand positioning. Plans, coordinates and directs the marketing strategy and advertising efforts on behalf of the client. Is the subject matter expert for assigned client. Learns the client's business, their strengths and their competitors. Is fiscally responsible with account budgets and billing, and prepares appropriate paperwork before submission to the client. Writes documentation for projects, including creative briefs, feedback, conference reports, proposals, project agreements and client documentation. Analyzes reports for accuracy, consistency, applicability and relevance of content. Identifies areas of opportunity and makes revisions and recommendations independently. Develops project estimates. Reviews all creative work prior to submitting to the client. Oversees Account Executive reports as needed. Experience is based on needs, knowledge of Microsoft Office.

Years of Experience: 7
Educational Requirements: Bachelor's degree

Information Services

IS Systems Administrator
Installs and maintains mission-critical server software and hardware, including Linux, Citrix Xen, Macintosh OS X Server and Windows. Responsible for the integrity, continuity, operations, and maintenance of infrastructure servers and storage. Ensures the servers and storage systems

are functioning optimally at all times. Oversees or directly performs maintenance updates and patches on all servers. Defines and ensures compliance with server-build checklists and procedures, which should ensure the security of servers as well as compliance with organizational policies and procedures. Installs and performs minor repairs to hardware, storage, software and peripheral equipment according to design and/or installation specifications as necessary. Designs monitoring capability to monitor the daily performance of computer systems. Reads technical manuals, confers with users and conducts computer diagnostics to investigate problems and provide resolutions and/or technical assistance. Develops and continually updates training materials. Assists the IS Engineering Manager with the planning, implementation and ongoing management of all data center and intermediate distribution frame (IDF) locations, including both internal and hosted facilities. Experience is based on needs, knowledge of UNIX and/or Linux, Citrix Xen or VMware, Amazon Web Service technologies including EC2, ELB, RDS, Route53, S3, EBS. Knowledge of LDAP eDirectory or similar technology, Microsoft Office, and others if appropriate.

Years of Experience: 9
Educational Requirements: Bachelor's degree

Operations Engineer
Acts as a liaison between Account Services and all other departments. Supervises, coordinates, and ensures the on-time and orderly flow of all projects from job initiation to its release and billing. Reviews and completes job orders. Sets due dates for various stages of job completion after consulting with appropriate creative, interactive and production teams for timing requirements. Checks up on work in the creative department and follows up on due dates that were established for tasks. Runs weekly production meetings. Expedites "rush" jobs so that the orderly flow of daily work is not obstructed. Informs management of any conflicts, delays, postponements or any other unusual situations that may impede the orderly flow of their assignments.

Years of Experience: 4+
Educational Requirements: B.A. or equivalent

Technology Strategist
Provides enterprise-level technology and telephony services and support. Functions as IS outreach liaison, assisting all areas of the company in the selection and integration of appropriate technology solutions for internal and client-facing projects, all while ensuring that the solutions fit approved IS strategic directives and goals. Responsible for IS project management. Stay current on existing iostudio IS infrastructure and resources. Tailor the deliverables and project process to match appropriately the complexity and scope of assigned projects. Based on needs, knowledge of the application of current and emerging business technologies, Microsoft Office and other software if appropriate.

Years of Experience: 9
Educational Requirements: Bachelor's degree

Project Management

Product Owner
Responsible for the iterative, transparent and successful delivery of projects. Translates requirements from clients and stakeholders to the Scrum team via Product Backlog items. Defines and describes user experience (UX) and product features in a clear manner. Develops an achievable and valuable Release Plan for the product. Grooms future work in your Product Backlog. Facilitates all Scrum ceremonies and meetings, including but not limited to: Release Planning, Stakeholder Meetings, Daily Standup, Backlog Grooming Sessions, Sprint Planning, Sprint Demo and Sprint Retrospective. Collaborates with—and maintains accountability within—the Scrum Team. Displays effective ownership of the effort, time, scope and budget for all assigned projects. Oversees and coordinates the launch of all assigned projects. Experience is based on needs, knowledge of Agile SDLC, Microsoft Office and others if appropriate.

Years of Experience: 6
Educational Requirements: Bachelor's degree or professional certification such as Certified Scrum Product Owner (CSPO) and Project Management Professional (PMP)

Proofreader
Proofreads, reviews and edits materials for accurate use of grammar and content. Corrects any grammatical, typographical, or compositional errors in original copy.

Years of Experience: 1–3
Educational Requirements: Associates Degree Minimum / B.A. preferred in English, Journalism or equivalent

QA Analyst
Responsible for providing test coverage on existing features and enhancements. Creates, reviews and maintains robust automated regression and data-driven tests. Develops test plans and communicates to others the execution of those test plans. Prioritizes and manages multiple tasks, defines problems, and develops methods to resolve problems. Utilizes Selenium IDE and JIRA for test management and issue/defect reporting and tracking. Experience is based on needs, knowledge of QuickTest Professional (QTP) or Selenium IDE automation tools, JIRA, Bugzilla, Redmine, HP (Mercury) Quality Center or similar defect-tracking tools, Microsoft Office, and others if appropriate.

Years of Experience: 3
Educational Requirements: Bachelor's degree or professional certification

Service Contract Labor Standards

iostudio uses no SCLS/SCA-eligible labor in the execution of these programs. The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Instructions for Placing Orders for Services based on GSA Schedule Hourly Rates

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that iostudio meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract. If it is determined that your agency needs an outside source to provide MAS services, follow these simple steps:

Orders under the Micro-purchase Threshold
- Select the contractor best suited for your needs and place the order.

Orders in-between the Micro-purchase Threshold and the Simplified Acquisition Threshold
- Prepare a SOW or PWS in accordance with FAR 8.405-2(b).
- Prepare and send the RFQ (including SOW and evaluation criteria) to at least three (3) GSA Schedule contractors.
- Evaluate, then make a "Best Value" determination.

  Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Orders over the Simplified Acquisition Threshold
- Prepare the RFQ (including the SOW and evaluation criteria) and post on eBuy to afford all Schedule contractors the opportunity to respond, or provide the RFQ to as many

Schedule contractors as practicable, consistent with market research, to reasonably ensure that quotes are received from at least three (3) contractors.
- Seek price reductions.
- Evaluate all responses and place the order, or establish the BPA with the GSA Schedule contractor that represents the best value (refer to FAR 8.405-2(d)).

Note: The ordering activity should request GSA Schedule contractors to submit firm-fixed prices to perform the services identified in the SOW.

Developing a Statement of Work (SOW) or Performance Work Statement (PWS). In the SOW, include the following information:
- Work to be performed
- Location of work
- Period of performance
- Deliverable schedule, and special standards and any special requirements, where applicable

Preparing a Request for Quote (RFQ)
- Include the SOW and evaluation criteria
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order.
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

For more information related to ordering services, go to http://www.gsa.gov/schedules-ordering and client "Ordering Information." Also see summary guidelines in the Multiple Award Schedule (MAS) Desk Reference Guide, Ordering Procedures.

Blanket Purchase Agreement

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more (1+) schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:
- The scope and complexity of the requirement(s)
- The need to periodically compare multiple technical approaches or prices
- The administrative costs of BPAs
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g., estimated quantities, work to be performed), delivery locations and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs

Single BPA
If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs
If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures.
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for Hourly Rate Services
If the BPA is for hourly rate services, the ordering activity shall develop an SOW for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the SOW.

Duration of BPAs
BPAs generally should not exceed five (5) years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs
The ordering activity that established the BPA shall review it at least once (1) a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect
- The BPA still represents the best value (see 8.404(d))
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained. The ordering activity shall document the results of its review.

APPROACH

Transform. Empower. Create.

Transform chaos into order, direction and growth.

Every day, your brand competes for attention in a fast-moving environment with a dizzying number of variables. To make a meaningful connection with your audience, you need to find patterns in the chaos. To compel people to act, you need to show them direction.

That's where we come in. Since we opened our doors on Veterans Day 1997, we've been harnessing the raw energy of change to solve your most critical business challenges.

Empower brands to serve and connect.

From government agencies and healthcare companies to financial services, B2Bs and nonprofits, every organization's brand has to make itself heard in a noisy marketplace where the consumer rules.

From integrated strategic solutions, we create the touchpoints you need to deepen relationships with your most valuable assets: your customers, your employees and your communities—no matter the size.

Look beyond services to create lasting solutions.

Every interaction your brand has is the result of complex interplay between what you offer and what your customer wants.

Every brand is unique—your marketing communications solution should be too. From a deep understanding of the data that drives your business to award-winning creative that engages and then compels people to act, iostudio creates solutions that connect your brand to your audience's hearts and minds like never before.

CAPABILITIES

iostudio® Capabilities

Since 2001, iostudio has created award-winning marketing solutions by wielding the right tools to bring order, direction and growth out of your biggest business challenges.

ANALYTICS & INSIGHTS

Exploratory Research & Documentation
Market Research & Analytics
Competitive Audit & Mapping
Focus Group & User Panel Moderation
Audience Definition & Segmentation
Consumer Persona Development
Concept Testing & Evaluation
Client Data Collection & Analysis

Digital Usability & Behavior Monitoring
Campaign Tracking & Reporting
User Identification & Persona Development
Data Modeling & Forecasting
Site & App Performance Enhancement
Data Visualization
Reporting Dashboards & Presentations

BRAND STRATEGY

Brand Positioning & Narrative
Communication & Campaign Strategy
Digital/Social Media Strategy, Planning
Channel Budget Allocation

Visual, Marketing & Campaign Messaging Guidelines
Creative Briefing
Public Outreach

DIGITAL PLATFORM DEVELOPMENT

User Journey Mapping
UX/UI Design (User Experience/ User Interface)
Web & App Development
Section 508 Compliance
Software Development
Quality Assurance
Hosting, Maintenance & Operations

CMS Development, Customization & Deployment
AR/VR/CR/XR Content, Development & Hosting
Security Compliant Systems Engineering (HIPAA, DFARS, FEDRAMP)
CRM Solutions

CONTENT STRATEGY, CREATION & MARKETING

Content Marketing Strategy, Creation & Integration
Graphic, Digital & Print Design
Illustration & Motion Graphics
Logo Design & Development
Copywriting, Editing & Proofreading
Scriptwriting
Film & Video Production
Animation (2D, 3D)

Drone/360/Specialty Video & Photography (Studio, Set, Location, Drone, 360, Specialty)
Audio Production, Voice-Over & Scoring
SEO/SEM
Email Marketing
Infographics & Data Visualization
Out-of-Home Brand Presence

AUDIENCE LIFE CYCLE MANAGEMENT

Audience Life Cycle Strategy, Planning & Optimization
Inbound/Outbound Contact Center Staffing & Support
Omni-Channel Customer Engagement Strategies
Subject Matter Expert Training & Support

Resume Mining
Lead Refinement
Customer Support
Recruiting & Retention Optimization
Specialty Recruitment Strategy & Modeling

BUSINESS OPTIMIZATION

Strategic Planning & Consulting
Conversion Optimization
Process Alignment
Cross-Channel Integration
Recruitment & Retention Audit

Digital Platform Integration & Alignment
Multivendor and/or Multisystem Integration
Enterprise Workflow Optimization

Find direction in your data.

ANALYTICS & INSIGHTS

From audience and market data to the KPIs that drive your business, insights are crucial to making sense of your vast universe of data.

We're here to help you find your way and make sure you're connecting with the right people at the right time.

Analytics & Insights

FIND DIRECTION IN YOUR DATA

iostudio combines client data sources and web analytics with industry and customized research to ask the right questions, then turns the answers to those questions into action for our clients.

▶ PERFORMANCE & OPTIMIZATION

Analysis of your existing data and outside data sources helps you dial in performance no matter how it's measured.

▶ CONSUMER INSIGHT

Deep learning from quantitative and qualitative methodologies helps iostudio uncover what moves your audiences to act and how their perceptions can influence behavior along the way.

▶ BEHAVIOR CHANGE

Quantitative metrics and reporting help iostudio analyze and discover whether your theories are turning into realities and convincing consumers to adopt a new behavior—from clicking on a banner or filling out a form to making a purchase.

▶ MARKET SCIENCE

Our relationship with third-party experts and access to exclusive data resources across the healthcare, government, military and nonprofit spaces help identify and optimize the field your brand is playing in. You gain a deeper understanding of which marketing tactics you need to win the battle for attention.

CONSUMER INSIGHT AND MARKET SCIENCE ANNUAL REPORT
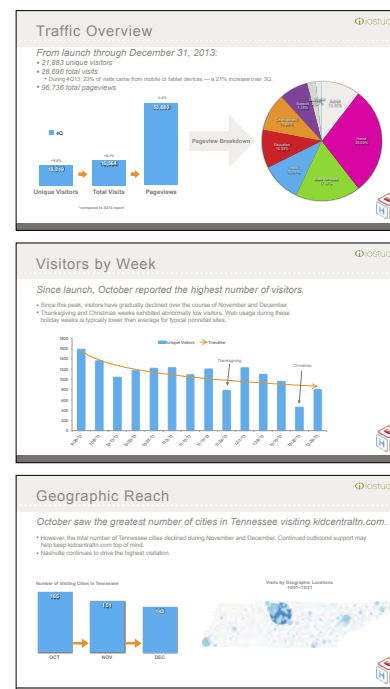
ONLINE PERFORMANCE AND BEHAVIORAL CHANGE REPORT

QUARTERLY WEBSITE TRAFFIC REPORT

TARGET PROFILE:

INFLUENCER, 18-22 YRS

HIGHLY CONNECTED
ACTIVE ONLINE, IRL

SEEKING MEANINGFUL
CONNECTION TO A CAUSE

Connect on higher ground.

BRAND STRATEGY

So many options, so little attention. Data may drive the hundreds of brand messages fighting for a tiny slice of your audience's attention, but few connect in meaningful ways that compel action.

We call that place where your brand and their need connect the emotional high ground.

Brand Strategy

CONNECT ON HIGHER GROUND

iostudio helps organizations like yours take and hold that critical position. There, brands like yours meet their prospects, customers or employees with relevance and the solution they've been looking for.

▶ AUDIENCE DEFINITION & INSIGHT DEVELOPMENT

Knowing who your audiences are quantitatively isn't enough. iostudio goes deeper to learn what they feel and need. Data alone is inert. Insight is where great brands begin.

▶ COMPETITIVE POSITIONING

Whether you're the fresh new face, the market leader or the challenger, knowing your place in the competitive landscape is your jumping-off point. We help brands like yours clarify where you are now, where you want to be and how you'll get there.

▶ BRAND DEFINITION & VISUAL IDENTITY

We've been building distinctive, relevant, award-winning brands and visual identities for local, regional, and national consumer and B2B companies, government agencies, and nonprofits since 2001.

▶ BRAND MARKETING & CAMPAIGN STRATEGY

You've built your brand. Now what? Count on iostudio to activate your brand with a whip-smart strategy and consistent execution across every physical, digital and virtual channel.
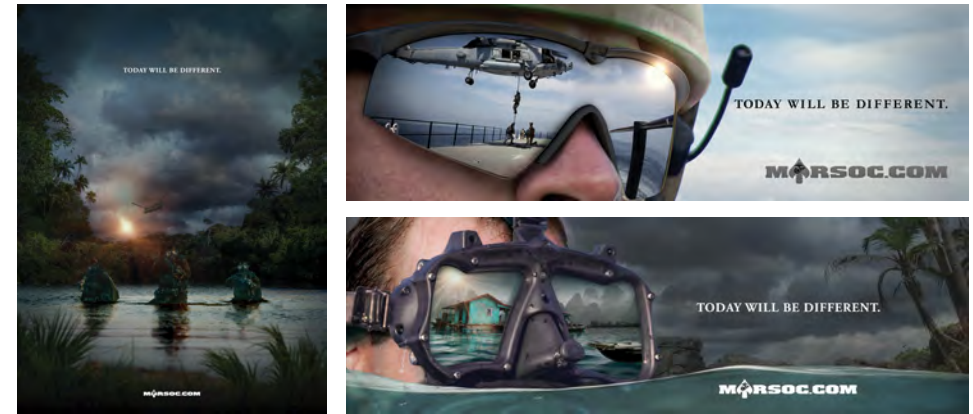
MARKETING CAMPAIGN

BRAND DEFINITION AND VISUAL IDENTITY
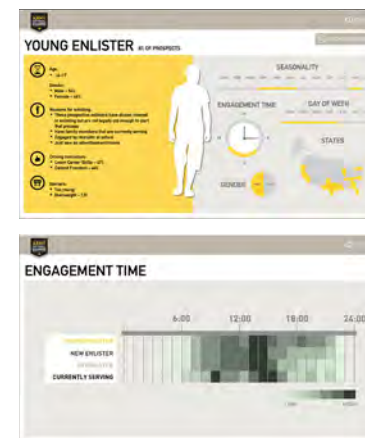
PROSPECT PROFILES

WEBSITE

Build digital solutions for human needs.

DIGITAL PLATFORM DEVELOPMENT

Today, the battle for hearts and minds is fought with ones and zeros. Without a powerful digital presence, opportunities are missed, prospects don't convert and business can suffer.

To really connect, you need an integrated approach to your digital platforms focused on solving your audience's very human needs.

Digital Platform Development

DIGITAL SOLUTIONS FOR HUMAN NEEDS

Powered by an experienced in-house, full-stack development and engineering group, and supported by a network of specialists, iostudio creates tailored digital experiences that bring reliability, order and control to the platforms where your brand lives.

▶ WEB & MOBILE DEVELOPMENT

It's no longer enough to have an app or a site. iostudio engineers integrate platforms that utilize the power of mobile and desktop environments to connect with your users where they are, when they want.

▶ SOFTWARE DEVELOPMENT

When off-the-shelf solutions come up short, iostudio's end-to-end approach to digital solution engineering keeps the user journey moving.

▶ HOSTING, MAINTENANCE & OPERATIONS

Uptime guarantees and SLAs are more than IT deliverables. Keeping the behind-the-scenes stuff running smoothly is just as critical as the homepage or UI in which you've invested substantial resources.

▶ CRM SOLUTIONS

Whether you're integrating with the leading cloud-based CRM platforms or looking for more customized solutions, iostudio's CRM development and engineering capabilities are unmatched.
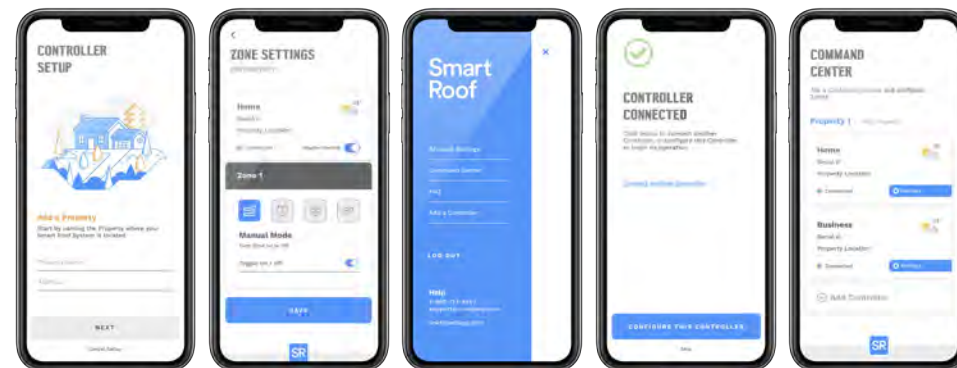
CRM SOLUTION
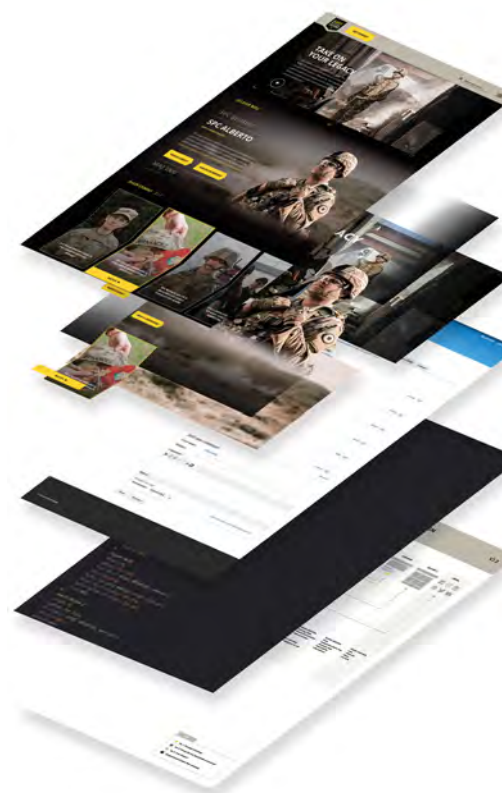
WEBSITE DESIGN

DIGITAL DEVELOPMENT STAGES
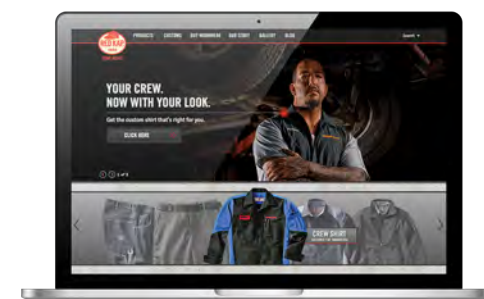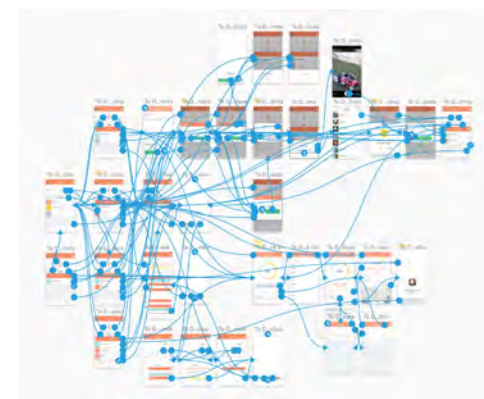
SOFTWARE/APP DEVELOPMENT PROTOTYPING PATHS

Harness the power of emotion.

CONTENT STRATEGY, CREATION & MARKETING

People make decisions based on emotion. Facts and claims are important—but only when they justify the gut-level decisions your prospects made long before they heard the first claim.

Once the decision is made, iostudio's content strategy and creation help shape messages that are timely, relevant and emotionally resonant.

**SPC ALBERTO | 68W
KANSAS ARMY
NATIONAL GUARD**

**ISAAC
ALBERTO**

**EMT
KANSAS CITY
METRO**

SOCIAL MEDIA MANAGEMENT AND CREATION

Content Strategy, Creation & Marketing

HARNESS THE POWER OF EMOTION

iostudio's Functional Content Marketing™ enriches your audience's life as it produces measurable results for you. It's the powerful, proven way to connect your brand to your audience, then compel them to act.

▶ **CONTENT STRATEGY, CREATION & INTEGRATION**

Whether your message is technically complex or emotionally nuanced, iostudio's writers and designers give voice and shape to your brand's most important truths.

▶ **GRAPHIC, DIGITAL & PRINT DESIGN**

Your message won't be heard if it isn't seen. iostudio's award-winning designers create powerful, memorable visual identities that connect.

▶ **SOCIAL & DIGITAL CONTENT**

Credibly connect, listen and engage across the social and digital media universe.

▶ **VIDEO, ANIMATION & PHOTOGRAPHY**

Up in the air, underwater and in the created environments of virtual reality and immersive 3D, iostudio's award-winning directors, photographers and animators bring your stories to life no matter where they happen.

▶ **BRAND MARKETING & CAMPAIGN STRATEGY**

A cohesive strategy aligns your efforts for maximum impact, and ROI makes the difference between random acts of marketing and work that gets results.

VIDEO ANIMATION AND SOCIAL CAMPAIGN

CONTENT STRATEGY AND CREATION
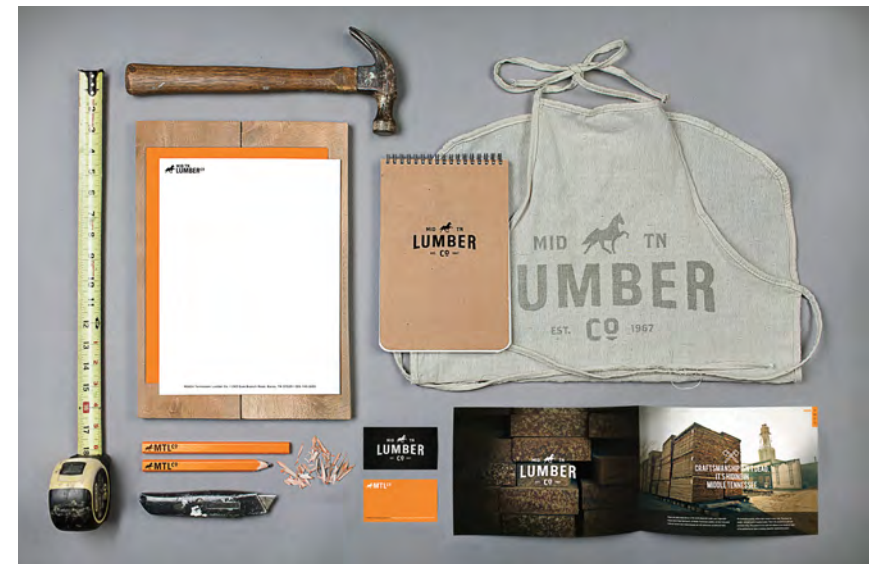
PRINT DESIGN AND PHOTOGRAPHY

Build relationships that last.

AUDIENCE LIFE CYCLE MANAGEMENT

You've put considerable time and resources into building a relevant brand. You've launched and supported it through well-researched marketing and advertising programs.

To maximize their impact, our approach to audience life cycle management is the difference between engaging a prospect and creating a lifetime advocate.

Audience Life Cycle Management

BUILD RELATIONSHIPS THAT LAST

iostudio's approach to audience life cycle management ensures that your audience's interaction with your brand is meaningful, enriching and actionable. Look past leads, and create relationships that last.

▶ RECRUITING & RETENTION

iostudio's considerable experience in supporting the recruiting missions of our nation's armed forces gives your brand access to the world's best practices in converting a prospect to a conversion.

▶ LEAD REFINEMENT

Automation can't do everything. To make sure you're connecting with the leads who have the most potential, iostudio combines technology with the discernment that only human beings can bring to the call.

▶ CUSTOMER SUPPORT

Beyond just support, iostudio's call centers are staffed by subject matter experts who become the helpful, approachable voices of your brand.

DASHBOARD, MARKETING CAMPAIGN AND RECRUITING STRATEGY

CRM AND CALL CENTER REPORTS

DEPLOY

EVOLVE & INNOVATE

MEASURE & REFINE

Solve for what comes next.

BUSINESS OPTIMIZATION

To maximize your ROI, we look beyond the current set of deliverables and solve for what comes next. Through an ongoing audit/innovate cycle, we help your solutions evolve to keep up with swiftly changing market conditions.

That's because marketing works best when there's a seamless integration between your organization's core operations and the brand that connects you and your audience.

PROCESS ALIGNMENT
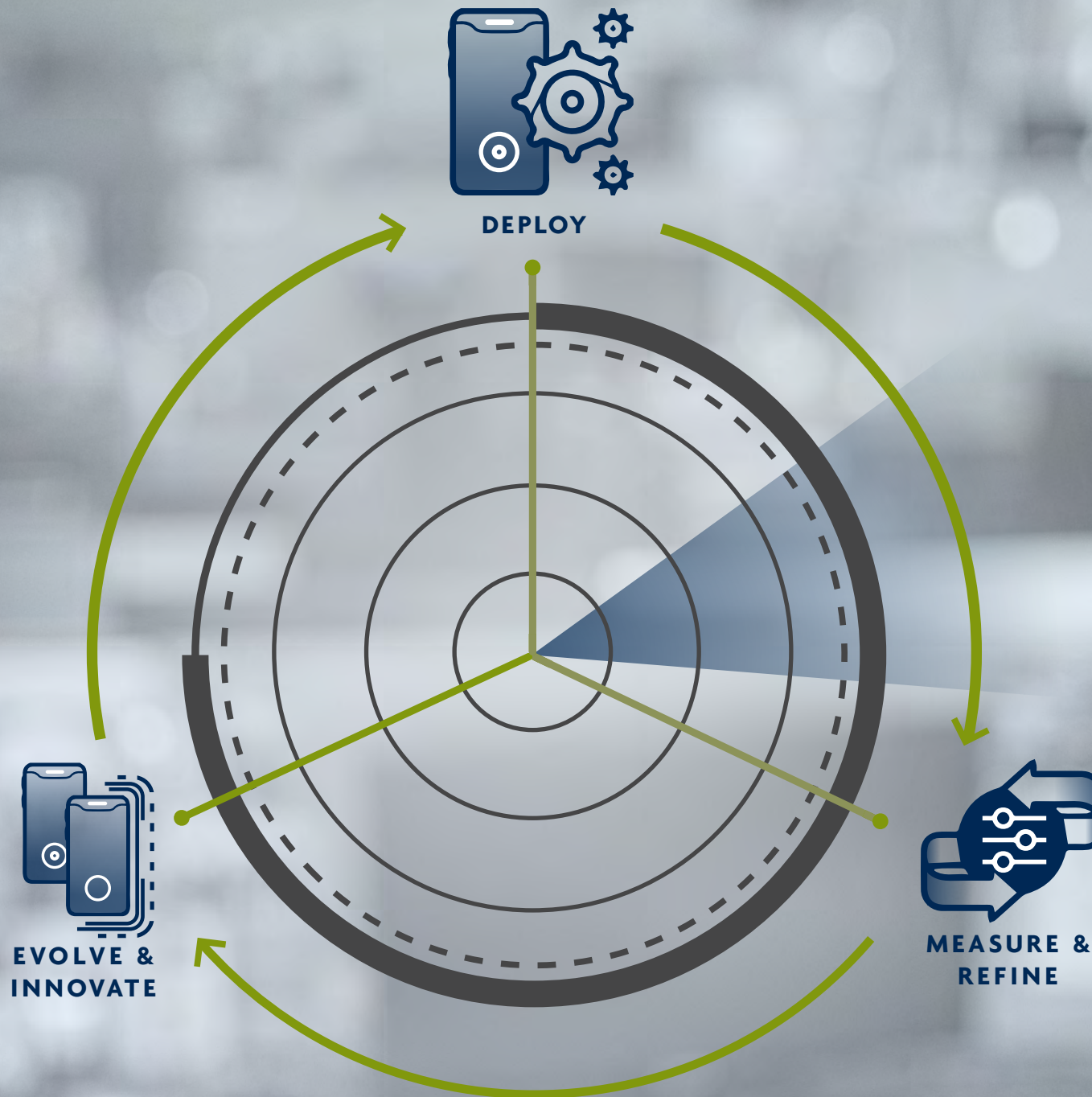
Business Optimization

SOLVE FOR WHAT COMES NEXT

From longtime partnerships with federal agencies to on-site presence of iostudio resources in complex, highly regulated environments, iostudio is uniquely suited to align marketing activities with your most mission-critical business processes. That's how we help you solve for what's next.

▶ PROCESS ALIGNMENT

We help you maximize the considerable investments you've made in human resources, technologies and workflows to deliver your organization's offering and brand.

▶ DIGITAL PLATFORM INTEGRATION & ALIGNMENT

iostudio's in-house UX/UI designers and full-stack developer groups map the user journey, then tailor the tools to keep your prospects moving through the pipeline toward conversion and loyalty.

▶ MULTIVENDOR AND/OR MULTISYSTEM INTEGRATION

We develop custom solutions to link your existing mission-critical systems to maximize their impact and ROI.
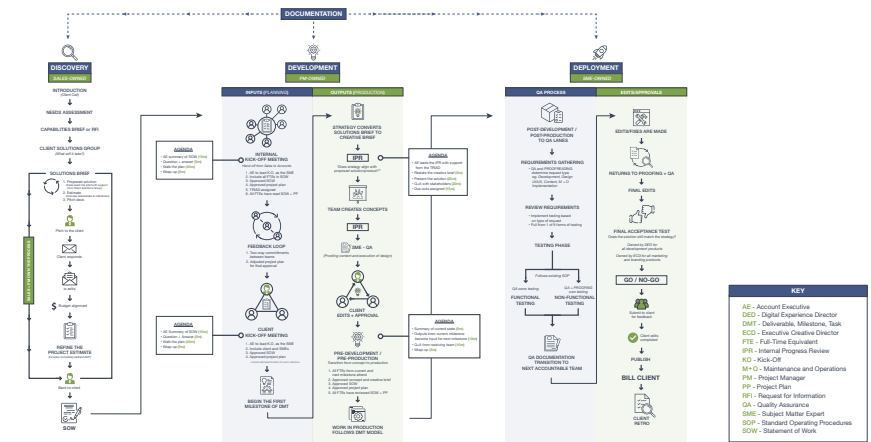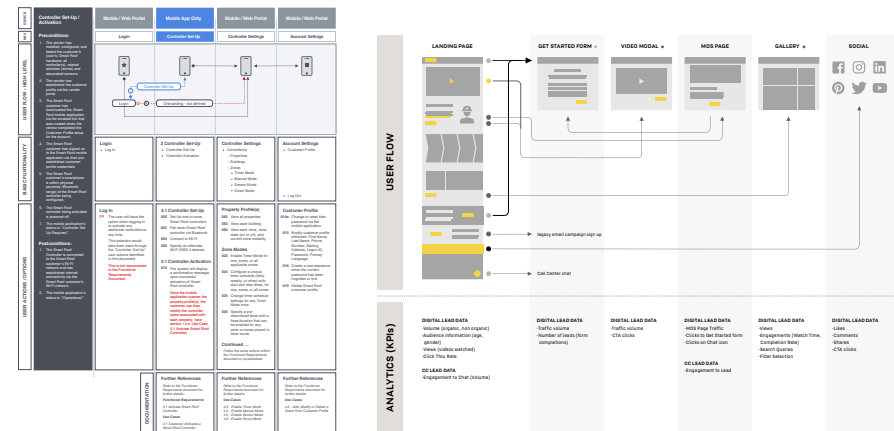
MOBILE USER JOURNEY MAP

USER FLOWCHART
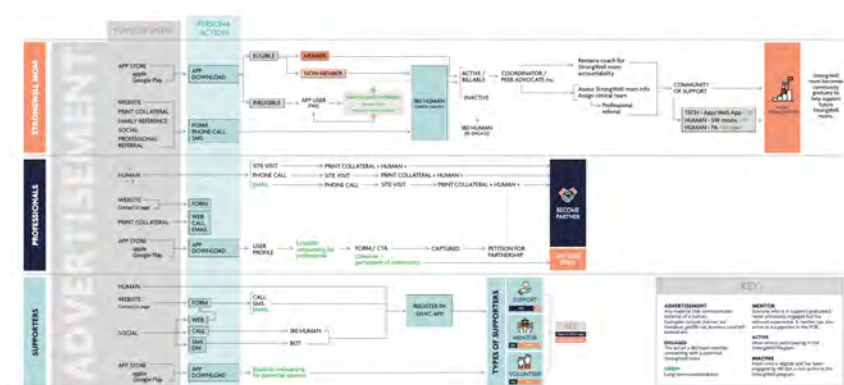
MULTISYSTEM CUSTOMER JOURNEY FLOWCHART

WORK
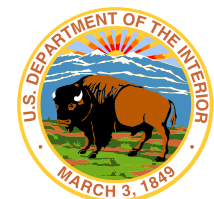
AMERICA'S NAVY

APPLIED CAPABILITIES

▶ BUSINESS OPTIMIZATION

DIGITAL PLATFORM DEVELOPMENT

AUDIENCE LIFE CYCLE MANAGEMENT

FROM 7 DAYS TO
7 MINUTES
LEAD TO PROSPECT

America's Navy

Less than 1 percent of all Americans enlist in the armed services each year, so competition for new recruits is fierce.

To maintain a fighting force of more than 350,000 worldwide, U.S. Navy recruiters must connect with potential recruits as quickly as possible.

America's Navy

THE NAVY'S CHALLENGE

Recruiting leads arrive from numerous sources, including websites, phone calls and social responses. But disconnected systems, complicated data hand-offs between sources and even weekends sometimes resulted in seven-day lags between a prospect's initial contact and a conversation with a recruiter. To win the battle for the best prospects, the successful recruiter lives by a simple rule: The first to contact is the first to contract.

IOSTUDIO'S INSIGHTS

You aren't dealing with a "lead." You're impacting someone's life in a truly profound way.

Our engagement began with a deep examination of the user's journey and the systems used to make it happen.

Multiple databases needed to be aligned to pass information to the right resources quickly and accurately.

Giving prospects one-click, one-call resolutions to their questions would dramatically increase conversions.

THE INTEGRATED SOLUTION

To create a more streamlined end-to-end user journey and optimize conversions, iostudio aligned several key business processes.

Our full-stack development group customized the CCM platform, integrating multiple data sources and tools. Contact center reps now work more intuitively, clicking less and engaging in more meaningful, productive conversations with leads.

A contact center staffed by former or reserve military personnel engages leads wherever they are along their decision-making process. They prequalify prospects and pass them on to recruiters in live hand-offs.

SEAMLESS ▶ AUDIENCE LIFE CYCLE MANAGEMENT keeps the recruiting pipeline full.

A FULLY MAPPED USER JOURNEY allowed leadership to optimize intake and processing of inquiries.
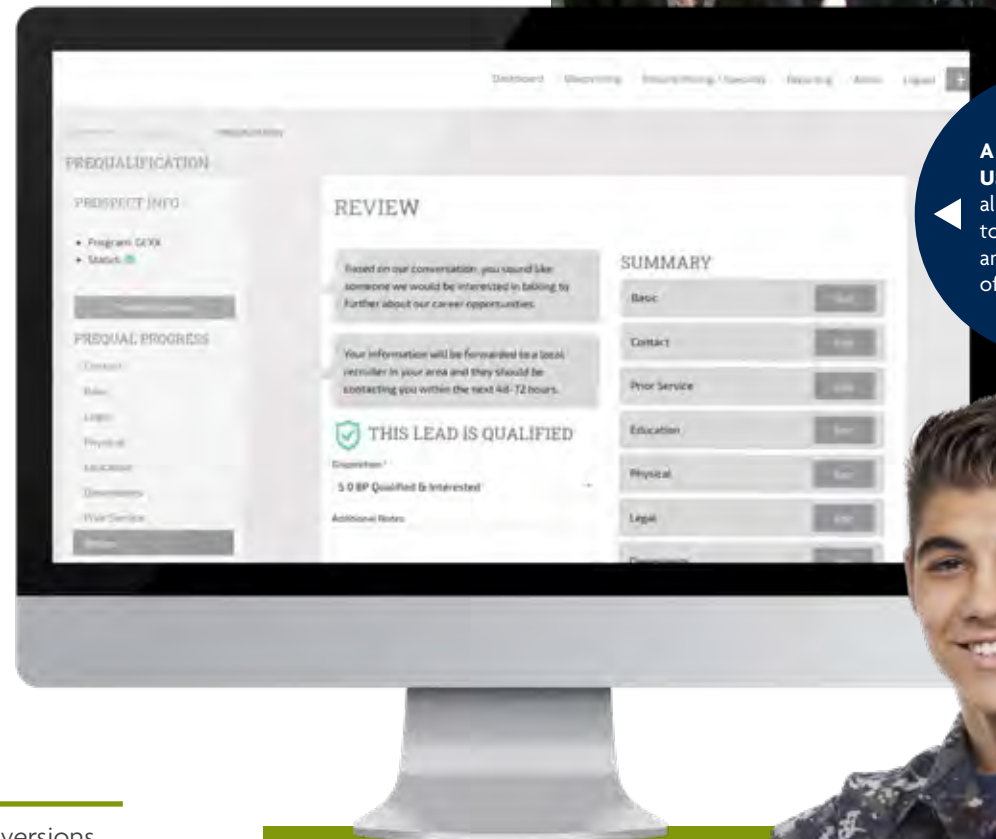
KEY OUTCOMES

LEAD-TO-PROSPECT TIMELINE REDUCED ▼ FROM 7 DAYS TO **7 MINUTES**

QUALIFIED LEADS GOAL EXCEEDED BY **+5%** IN THE **FIRST YEAR**

StrongWell™

180 Health Partners & StrongWell

Living with substance use is especially hard for expectant mothers, who face numerous obstacles to getting the coordinated care they need.

180 Health Partners launched a novel approach to care delivery for pregnant women living with substance use.

StrongWell

180 HEALTH PARTNERS' CHALLENGE

180 Health Partners' collaborative care model delivers personalized pre- and postnatal care for substance-exposed mothers. Key to the model is a community of caregivers and other women who support the mom along her way.

As a business-to-business healthcare brand, 180 Health Partners' pedigree and approach resonated with healthcare providers, insurance companies and community organizations, but not the mothers themselves.

IOSTUDIO'S INSIGHTS

Start with data and research. But a brand must connect at a fundamental, emotional level.

To connect successfully with substance-exposed mothers, 180 Health Partners needed a strategically sound brand built on a thorough understanding of the factors that kept them from getting care.

Substance-exposed mothers felt many care options started with the assumption that they were somehow broken, unlovable or unworthy.

Being actively involved in a community of like-minded people with similar experiences was a key predictor of recovery success.

THE INSIGHT-DRIVEN SOLUTION

The new brand and identity had to arise out of a comprehensive brand strategy. And once activated, the brand needed to fuel enrollments and growth.

Audience research and insights defined the StrongWell universe through one-on-one interviews and extensive qualitative research with moms, providers, community leaders and families.

We are StrongWell.

PROVIDER-FOCUSED COLLATERAL created strong key caregiver alliances.

IN-CLINIC & ONLINE VIDEO programming connected prospective StrongWell moms at the point of care.
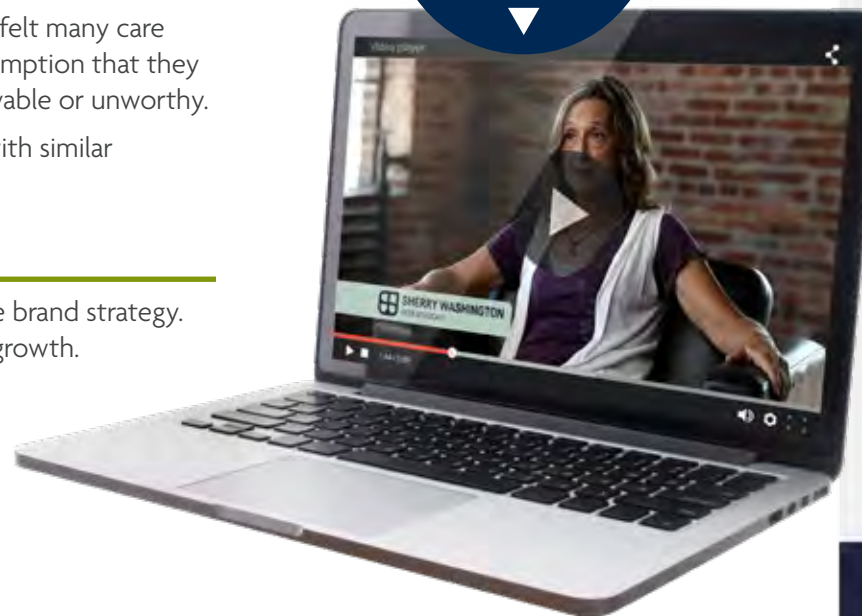
⊞ StrongWell™

Healthy Moms. Healthy Babies. Substance Use Support That Works.

You want what's best for your patients. All of them. That's why we developed StrongWell—so your patients who are dependent on opioids or other substances during their pregnancies can get the specialized care they deserve. Our comprehensive Care + Community model addresses each woman's individual needs.

We're here to back you up. But more important, we're here to back her up. Together, we can attain better outcomes for moms and their babies.

Providers using our program have seen:

StrongWell Program Benefits:

- Free to providers and expecting moms
- A dedicated program representative to support your office
- Regular reporting at patient and practice level
- Gives providers a care ally for hard-to-treat patients
- More intact families after birth

- Program extends one year after birth
- Care Team includes counselors, nurses and Peer Advocates
- Addresses patients' social determinants of health
- Referral process is seamlessly integrated into your practice workflow

"StrongWell makes my practice easier from the standpoint that I can go ahead and refer my patients to them, and I trust they are getting the counseling and care they need. It takes that off my plate, and benefits the patients tremendously."

— Dr. Michael Thomson, M.D., a StrongWell practice partner

StrongWell Makes Referrals Easy

85%	25%	7-13%
enrollment rate from "warm transfers" (in-person/video/phone)	enrollment rate from simple prescription pads	enrollment rate from all other methods

GET INFO about becoming a StrongWell Preferred Provider
888.339.9404
Learn more at iAmStrongWell.com

PALETTE

ROBIN'S EGG

SLATE BLUE

PEACH

GOLDENROD

StrongWell™

Your Family
Your Strength
Your Future

THE COMPLETE BRAND IDENTITY includes brand narrative and design, graphics standards, and more to convey strength and forward-looking hope.
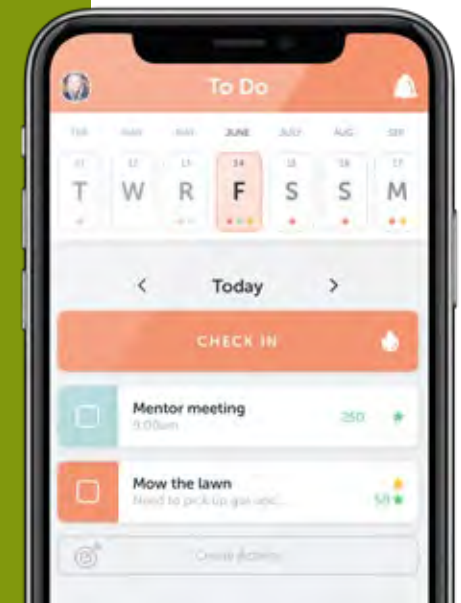
THE UNIQUE, INSTAGRAM-READY VISUAL BRAND carried across digital platforms featured StrongWell program participants.

Brand definition and complete visual identity creation produced a welcoming, relatable brand. In-office collateral and video introduced StrongWell to prospective moms and supported providers' referral efforts.

The marketing and campaign strategy focused on both providers and program participants to enroll new mothers and expand StrongWell's provider networks.

Complete app creation and platform development launched a safe virtual community to connect program participants and their care team within a secure, supportive setting.

KEY OUTCOMES

GROWING PROGRAM
FOOTPRINT
ACROSS THE
SOUTHEAST

YoY PROGRAM
ENROLLMENT
INCREASES

kidcentral tn
KIDCENTRALTN.COM

APPLIED CAPABILITIES

DIGITAL PLATFORM DEVELOPMENT

CONTENT CREATION & MANAGEMENT

EMAIL MARKETING

State of Tennessee & kidcentral tn

The State of Tennessee offers thousands of services and messages for raising healthy kids that benefit Tennessee families.

The state needed a single centralized online hub where parents could find answers to their questions.

State of Tennessee

THE STATE OF TENNESSEE'S CHALLENGE

The State of Tennessee provides hundreds of invaluable programs for families and children. But because the information was siloed across dozens of agencies, parents across the state were unable to access these critical physical, mental and emotional health resources.

IOSTUDIO'S INSIGHTS

Meeting human needs through digital platforms is equal parts science, art and emotion.

After an intense 90-day discovery process with stakeholders, the need was clear. The state's vast collection of available resources overwhelmed parents, educators and caregivers alike.

Multiple sites and logins, disconnected email lists, and inconsistent branding meant that good information was going unfound and, as a result, unused.
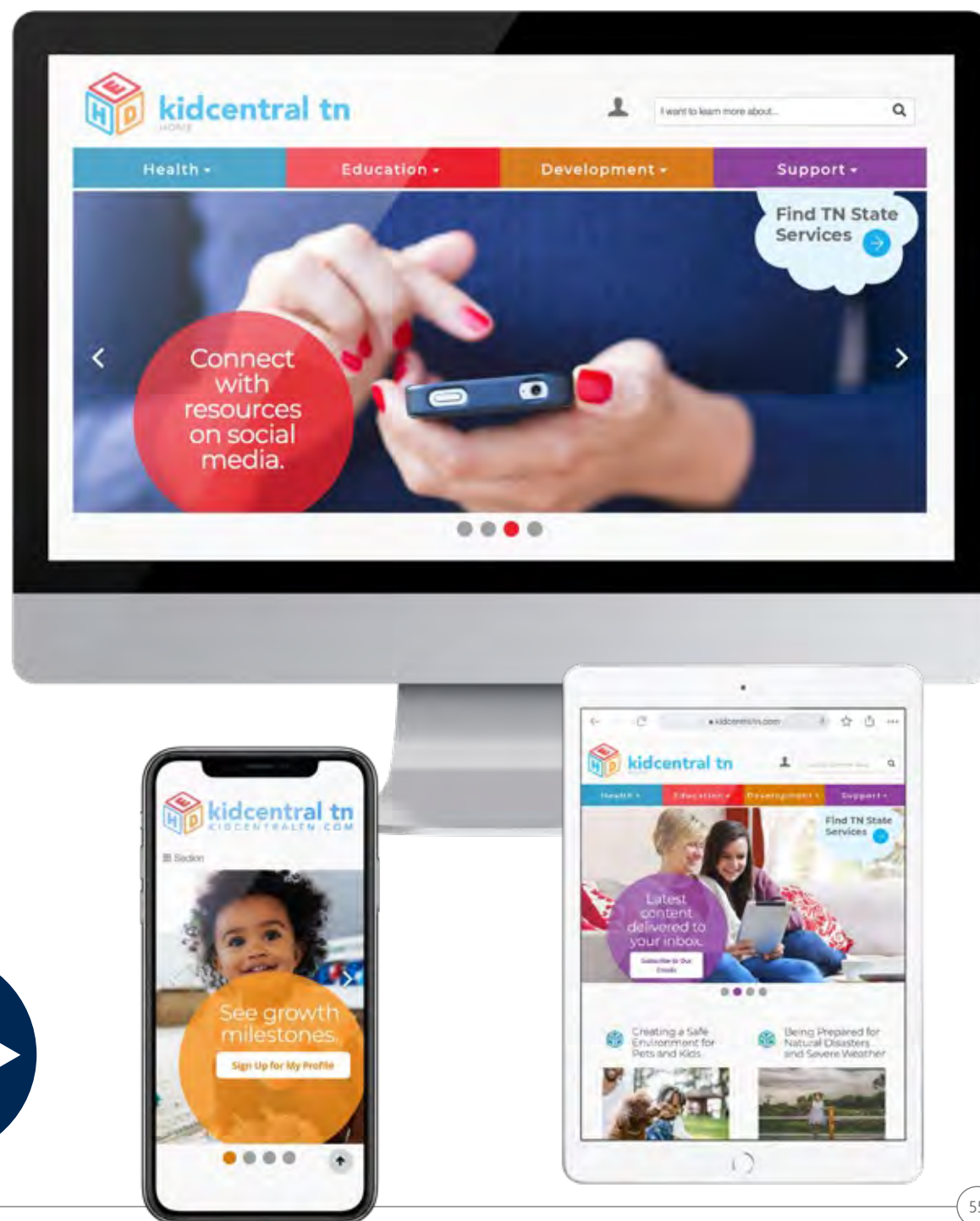
THE INSIGHT-DRIVEN SOLUTION

The State of Tennessee needed a comprehensive approach to digital platform development that aligned data-informed Functional Content Marketing™, integrated brand strategy and a deeply human user experience.
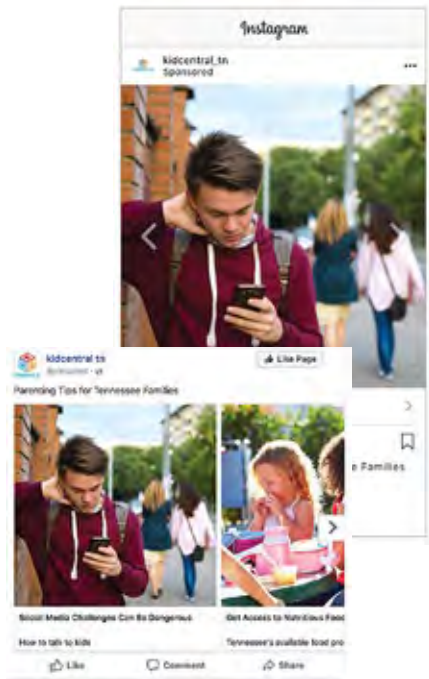
User research combined with deep content audits across six state agencies identified users' media habits and interests. Focus groups and stakeholder surveys completed the picture and set the stage for creation of a new brand.

Web, mobile and software development led to the creation a single central online hub, giving users Tennessee's first searchable directory of family-specific programs.

The new, easy-to-navigate site architecture grouped services into simple categories, made it easy to sign up for alerts and massively improved overall site performance.

RESPONSIVE WEB DESIGN delivered content optimized for every screen. ▶

Visit kidcentraltn.com
Tennessee's one-stop shop for children's health, education, development and support.

1200x350 px

520x320 px

520x165 px

250x165 px

DIGITAL & EMAIL MARKETING CAMPAIGNS drove awareness, which led to dramatically increased site usage.

▲ **SOCIAL MEDIA CONTENT CREATION** opened new communication channels.

A custom-designed mobile app and kiosks in health department offices statewide ensured Tennesseans had multiple ways to access kidcentraltn.com.

A custom-engineered CRM solution eliminated multiple logins. A single, simple, secure parent sign-on made it easy and fast for parents to receive updates and track customized milestones in their children's growth.

Overhauled content management made creation more efficient for agencies, while robust search capabilities made it easier for parents to find needed information.

Improved email automation resulted in more relevant messaging making its way to the parents who needed it.

	08/01/13 - 07/31/14	08/01/14 - 07/31/15	08/01/15 - 07/31/16	08/01/16 - 07/31/17	08/01/17 - 11/30/17	
	Year One	Year Two	Year Three	Year Four	Year Five	% Change**
Unique Visitors Monthly Average	6,206	12,912	21,549	31,118	44,509	▲ 36.3%
Pageviews Monthly Average	22,131	31,802	55,369	60,264	89,675	▲ 48.8%
Cost Per User*	$3.60	$1.68	$0.97	$0.70	$0.45	▼ 35.7%

KEY OUTCOMES

500% ▲ INCREASE IN **WEBSITE USE** IN THE FIRST FIVE YEARS

500% ▲ INCREASE IN **EMAIL SUBSCRIBERS** IN THE FIRST FIVE YEARS

Army National Guard

For the Army National Guard Soldier, serving part-time presents unique challenges. In addition to ongoing enlistment of new recruits, retention of existing talent is key to maintaining force readiness.

The Guard needed a way to connect Soldiers across many communities with a unified identity.

Army National Guard

THE GUARD'S CHALLENGE

Army National Guard Soldiers and their families live in more than 3,500 communities across the country. While the Guard's brand identity is strong nationally, the decentralized nature of the force can make it difficult for Soldiers and their families to understand a unified Guard mission and identity.

IOSTUDIO'S INSIGHT

"A valentine to the National Guard... a source of both information and comfort." – *The New York Times*

Through intensive audience and client research, we learned that when Guard members better understood their service and how to advance their careers, they reported being more satisfied with their overall experience in the Guard. And they were more likely to re-enlist.
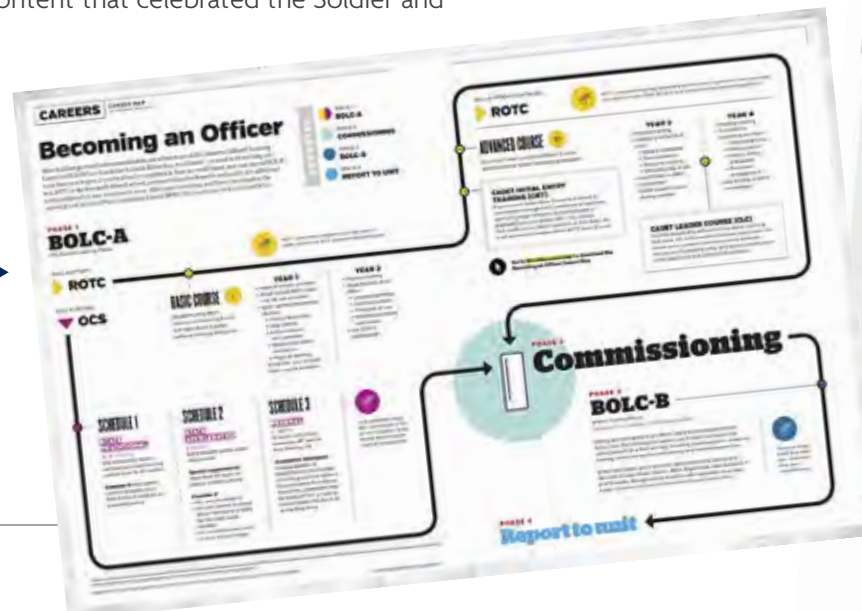
THE INSIGHT-DRIVEN SOLUTION

To communicate with Soldiers, their families and national policymakers, iostudio launched a sweeping content creation and management initiative focused on a single mission: "To celebrate and support the service and sacrifice of the ARNG Soldier and their family."

Content strategy identified the need for a comprehensive content platform that became *GX: The Guard Experience*. Channels included a high-end bimonthly print magazine, a website and social media content that celebrated the Soldier and supported their family.

COMPLETE EDITORIAL DESIGN filled each issue's 108 pages with original content. ▶

CONTENT CREATION INFORMED AND EDUCATED READERS ▶ with deeply researched editorial, graphics and photography.

Total brand journalism through a dedicated staff of experienced journalists and photographers captured the essence of the Guard experience with award-winning photography and writing, on-site interviews, and inside access to the action.

Immersive photography and video connected readers to the world of their Soldiers. iostudio's in-house photo and film crews traveled thousands of miles annually to capture Soldiers where they served.

Robust content planning, creation and management powered original web and social content for every issue, expanding *GX* across platforms and growing reader interaction.

ON THE ROAD

THE MAKING OF A CHARGE

GRIPPING PHOTOGRAPHY & GRAPHIC DESIGN drew readers into the action-packed Guard life. ▶

KEY OUTCOMES

200,000 COPIES PER ISSUE, WITH **READERS IN ALL 50 STATES, WASHINGTON D.C.** AND **FOUR U.S. TERRITORIES**

12 YEARS IN PRINT

95% of READERS DECLARED *"GX makes me feel proud of my service"*

60+ INDUSTRY AWARDS

AMERICA'S
NAVY®

APPLIED
CAPABILITIES

**AUDIENCE LIFE CYCLE
MANAGEMENT**

BUSINESS
OPTIMIZATION

RECRUITING &
RETENTION

Navy Recruiting

From prospect to recruit to re-enlistment, America's Navy needs to be able to efficiently evaluate talent and pass prospects on to maintain recruitment goals and optimize the Sailor's experience.

At the heart of recruitment is the need for an efficient but robust approach to audience life cycle management.

Navy Recruiting

THE NAVY'S CHALLENGE

The challenge was twofold.

The Navy's recruiting efforts span traditional, digital and social media, in addition to one-on-one contacts between prospects and recruiters. With more than 1,300 inquiries and contacts daily, the Navy's official recruitment center needed a partner to deliver qualified leads to recruiters quickly.

Recruiting challenges increase considerably when seeking healthcare professionals and other specialties. Navy career paths are available to achieve specialized training. But finding and landing experienced medical service providers willing to leave their practices and serve America had its own unique challenges.

IOSTUDIO'S INSIGHTS

Subject matter expertise is the ultimate recruitment force multiplier.

Deep recruiting experience and technology could be combined into a potent force multiplier for the Navy's recruiting efforts on both fronts.

THE INSIGHT-DRIVEN SOLUTION

Deep data mining, subject matter expertise and technology platforms were the keys to helping Navy recruiters spend more time working with the best prospects.

By prequalifying leads and screening, or blueprinting, inbound calls against secure data sources, we can identify the best prospects for specific recruiting needs, then route them through the appropriate engagement path.

Combining customer support with subject matter expertise helps overcome objections and move prospects to the next step in their journey.

Proprietary resume search and evaluation software constantly analyzes civilian job sites and NRC-provided databases for potential candidates.

Subject matter experts (former recruiters, men and women with former military experience, and their families) engage prospects through shared experiences and understanding of what motivates those who serve.
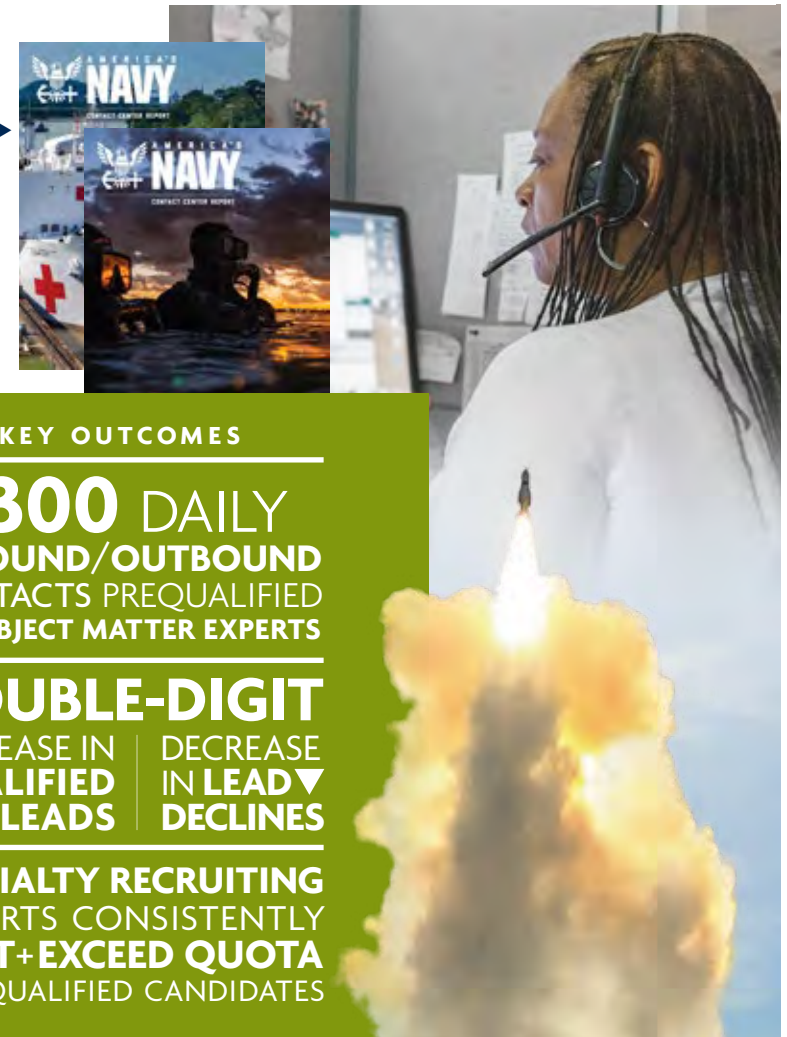
The Navy Partnership Call Center Operator Workflow
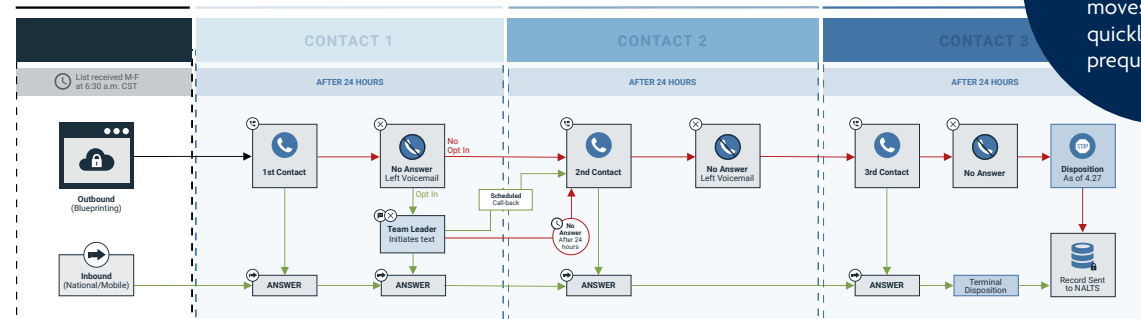
A RE-ENGINEERED WORKFLOW finds the best prospects and moves them quickly through prequalification.

SUBJECT MATTER EXPERTISE increased pre-screening efficiencies for both traditional and specialty recruiting.

KEY OUTCOMES

1,300 DAILY **INBOUND/OUTBOUND** CONTACTS PREQUALIFIED BY **SUBJECT MATTER EXPERTS**

DOUBLE-DIGIT
INCREASE IN **QUALIFIED** ▲ **LEADS** | DECREASE IN **LEAD** ▼ **DECLINES**

SPECIALTY RECRUITING EFFORTS CONSISTENTLY **MEET+EXCEED QUOTA** FOR QUALIFIED CANDIDATES

TN Tennessee
State Government

APPLIED
CAPABILITIES

▶ ANALYTICS &
INSIGHTS

DIGITAL PLATFORM
DEVELOPMENT

STRATEGIC
PLANNING

State of Tennessee

From prenatal and early child development to education and mental health, the state offers parents a universe of expert guidance.

However, the State of Tennessee's Children's Cabinet needed to know how to engage and communicate with parents more effectively.

State of Tennessee

kidcentral tn
KIDCENTRALTN.COM

	08/01/13-07/31/14 YEAR ONE	08/01/14-07/31/15 YEAR TWO	08/01/15-07/31/16 YEAR THREE	PERCENT CHANGE**
Unique Visitors Monthly Average	6,206	12,912	21,549	▲ 66.89%
Page Views Monthly Average	22,131	31,802	110,738	▲ 39.1%
Cost Per User*	$3.60	$1.68	$1.00	▼ 40.10%

ONGOING ANALYTICS helps focus and inspire new content.

THE STATE'S CHALLENGE

When this engagement began, the newly inaugurated governor had run on a platform that emphasized the education, health and welfare of Tennessee's children and families. State agencies had been producing quality resources for families. What was unclear was how effectively these resources were being utilized.

IOSTUDIO'S INSIGHTS

Data alone isn't enough. Only insights can drive meaningful change.

Quantitative research can only go so far. To fill in the meaningful spaces between the numbers, user interviews and other primary research were key to plotting a forward course.

AUDIT & TRACKING OF USER BEHAVIOR equipped leadership with the ability to modify channel strategy on the fly.

THE INSIGHT-DRIVEN SOLUTION

While quantitative research provided important background awareness, iostudio executed a 90-day statewide research intensive, looking at how the state was conducting parent outreach compared to how Tennessee parents wanted to engage, as well as what they needed to know.

User analytics quantified user behavior over time. Demographic analysis; complete website, social media and email marketing audits; search engine marketing (SEM) analysis; and more identified gaps between assumptions and realities.
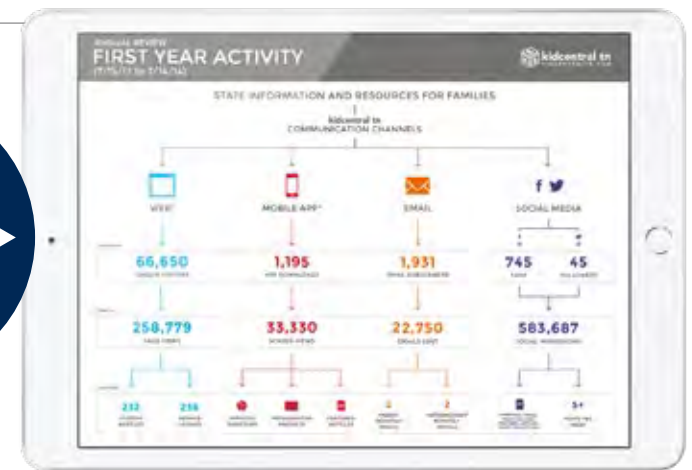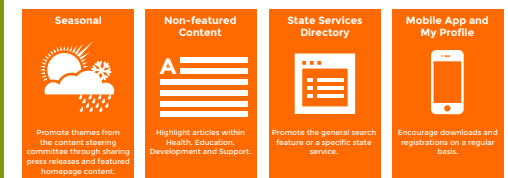
Face-to-face user interviews and site visits across the state provided invaluable insights about the realities facing families seeking the best answers for their children. And we uncovered gaps between what the state was providing and what parents needed.

Data analysis, insight and visualization combined to tell a cohesive story. Large data sets, user and stakeholder interviews, and consumer behavior patterns came to life for stakeholders and set the stage for next steps.

KEY OUTCOMES

THE FIRST COMPREHENSIVE **UNDERSTANDING OF CONSUMER BEHAVIOR** RELATED TO THE STATE'S **PARENTING RESOURCES**

CREATION OF kidcentraltn.com
▼
COMPLETE BRANDING **DIGITAL** PLATFORM DEVELOPMENT **CONTENT MARKETING**+ DIGITAL STRATEGY

Seasonal — Promote themes from the content steering committee through sharing press releases and featured homepage content.

Non-featured Content — Highlight articles within Health, Education, Development and Support.

State Services Directory — Promote the general search feature or a specific state service.

Mobile App and My Profile — Encourage downloads and registrations on a regular basis.

iostudio®

Business Development Director – Government

Jen Mears

jen.mears@iostudio.com

DUNS 071139666

CAGE 39EY0

TIN 62-1865839

Contract Vehicles (Prime)

GSA PSS/AIMS #GS-07F-0138Y

GSA BPA for Strategic Communications Services for
GSA Office of Strategic Communication (OSC)

Contract Vehicles (Subcontractor)

Army HR Solutions (Team Glacier)

Army Virtual, Interactive and Multimedia Systems
Engineering Support (VSES) (Team SAIC)

Qualified Small Business – NAICS 512110, 518210, 519130,
541611, 541613, 541810, 541613 and others.
Visit **iostudio.com/government-contracting** for a full list.

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