



## CAPABILITY STATEMENT

### Public Relations | Marketing | Digital Marketing | Advertising

Blue Scorpion Reputation Management (BSRM) exists to support in-house teams with strategic communication and content creation services, reputation management and crisis communication. We are focused intensely on quality, and listening is our first order of business. We deliver unique value in that we first understand our clients' interests and needs to build trust while achieving strategic goals.

With a DBE certification in the state of Georgia, BSRM is committed to excellence, holding accounts specific to the video gaming industry, animal and pet care industry and the agriculture and farming industry for our state and federal clients.

What sets BSRM apart from the competition?

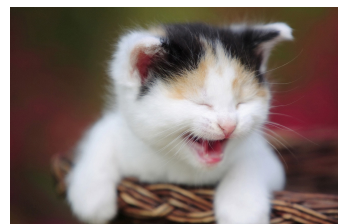
- Training and qualifications reflect prestige, including image and reputation management.
- Increased value through media outreach, social media and measurement.
- Proving value, showing ongoing improvement by demonstrating return on investment.

## CORE CAPABILITIES

- Public Relations
- Media Representative
- Social Media
- Influencer Marketing
- Professional Writing
- Media Relations
- Audio Video Production
- Photography
- Graphic Design
- Project Consultation
- Issues Management
- Reputation Management
- Crisis Communication

## State Certifications

DBE Certification,  
Metropolitan Atlanta Rapid Transit  
Authority



## BSRM

P.O. Box 162872, Atlanta, GA 30321

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E: kimberly@bluereputation.today

W: bluereputation.today

**Make Your Mark ... Today!**

## Company Information

EIN: 82-1108791

DUNS: 080735704

Cage Code: 803B1

## TO PERFORM IN 2021

- USDA-NRCS



Covering the state of Georgia for qualitative and quantitative public relations research in 2021

## PERFORMANCE IN PROGRESS

- City of South Fulton



Market Needs Assessment for Animal Control Services

## COMPLETED MUNICIPAL PARTICIPATION

- City of Atlanta

2020 Small Business Development Program for Watershed Management and Hartsfield-Jackson Atlanta International Airport



## NAICS CODES

- 541820 - Public Relations
- 541612 - Marketing Consulting
- 541910 - Marketing Research & Public Opinion
- 541810 - Advertising Agencies

## Primary Contact | Capture Management

Kimberly M. Starks, APR