



## BSRM 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?

- Our training and qualifications reflect prestige, including image and reputation management.
- Increased value through the various software platforms that we use for media outreach, social media marketing and digital marketing measurement.
- Proving value, showing ongoing improvement by demonstrating a quantifiable return on investment.

### NAICS CODES

- 541820 - Public Relations
- 541613 - Marketing Consulting
- 541910 - Marketing Research & Public Opinion
- 541810 - Advertising Agencies
- 541430 - Graphic Design Services
- 512110 - Motion Picture and Video Production
- 541922 - Commercial Photography
- 611430 - Professional Management and Development Training
- 541611 - Administrative Management and General Management Consulting Services

State + National Certifications

DBE Certification,  
Metropolitan Atlanta Rapid Transit  
Authority



P.O. Box 162872, Atlanta, GA 30321  
M: (404) 717-2502  
E: kimberly@bluescorpionrm.com  
W: bluescorpionrm.com

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

### Company Information

EIN: 82-1108791  
UEI: MF5LA42S3F65  
Cage Code: 803B1

### FEDERAL PRIME

- USDA-NRCS



Qualitative and Quantitative research throughout the City of Atlanta and its 10-county metropolitan area through Bibb County (middle Georgia)

### MUNICIPAL PRIME

- City of Atlanta

Operator of the first Farm Tour Experience to promote urban agriculture and amplify agritourism in metro Atlanta.



### MUNICIPAL SUBCONTRACTOR

- A Customer's Point of View (Prime) for Hartsfield-Jackson Atlanta Airport

Secret Shopping and Pricing Compliance Service for Concessions Management



### COMPLETED MUNICIPAL PARTICIPATION

- City of Atlanta

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



### Primary Contact | Capture Management

Kimberly M. Starks, APR