

## GO-TO MARKET STRATEGY REFERENCES

### COMPANY OVERVIEW

Blue Scorpion Reputation Management (BSRM) is a HUBZone Certified woman-owned small business in government contracting with in-depth experience in the aviation industry.

We exist to support in-house teams with strategic communication and content creation services, market research, reputation management, and crisis communication. BSRM has international reach with its

headquarters in Atlanta while also operating in Phoenix and Washington, D.C.

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 an ACDBE and DBE in the state of Georgia, BSRM is committed to excellence.

### 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.

### CORE COMPETENCIES

- Media Relations
- Strategic Communication
- Crisis Management
- Content Creation
- Stakeholder Engagement
- Market Research
- Brand Management
- Marketing Strategy
- Advertising Campaigns
- Customer Relationship Management
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Content Marketing
- Analytics and Data Analytics
- Creative Development
- Media Planning and Buying
- Copywriting
- Campaign Management
- Media Trend Analysis

### NAICS CODES

- 541820 - Public Relations
- 541613 - Marketing Consulting
- 541910 - Marketing Research & Public Opinion
- 541810 - Advertising Agencies
- 541430 - Graphic Design Services
- 512110 - Motion Picture & Video Production
- 512240 - Sound Recording Studios
- 516210 - Media Streaming
- Distribution Services, Social Networks, and Other Media Networks and Content Providers
- 541922 - Commercial Photography
- 611430 - Professional Management and Development Training
- 541611 - Administrative Management and General Management Consulting Services

### SUCCESSFUL PAST PERFORMANCE

#### ATL Airport Publications (2021-Present)

Goseedatl.com  
Website development



#### City of South Fulton Convention and Visitors Bureau (2024-Present)

Providing destination marketing services to the city neighboring south of the City of Atlanta, providing market research, digital marketing, public relations, and advertising



#### Georgia Game Developers Association (2017-Present)

Market research, branding, marketing, and public relations, emphasizing Georgia's strength in the video gaming industry Hartsfield-Jackson Atlanta International



#### ATL Airport (2022-2024)

Secret/Compliance Price Shopping (Market Research), ensuring that the world's second-largest airport concessionaire program maintained quality customer service and fair pricing in comparison to other comparable retailers regionally (Subcontractor, providing tactical support)



#### City of Atlanta (2022-2023)

Provided a go-to market strategy for farm tours and a farm-to-table food festival to promote urban agriculture within its city limits



#### USDA-NRCS (2021-2023)

Qualitative and quantitative surveying to identify non-traditional farm settings in the 10-county metro Atlanta area



#### Market 166 (2020)

Conducted a feasibility study for the agricultural co-op to solidify its go-to-market strategy

