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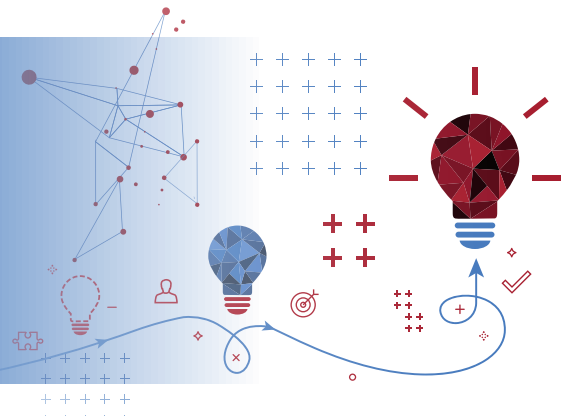
**"FROM IDEA TO REALITY
IN THE MOST CREATIVE
WAY POSSIBLE."**



721GovStrategies.com



www.linkedin.com/
company/720strategies



CORPORATE OVERVIEW

721 Government Strategies is a full-service marketing and advertising firm based in Washington, D.C., delivering a strategic mix of integrated communications and digital services optimized to meet the exacting needs of federal, state and local government clients. A woman-owned small business, 721 is the subsidiary of the award-winning, nationally ranked 720 Strategies, whose client roster includes 36 of the Fortune

500 and top associations nationwide. 721 leverages the leadership, staff and facilities of 720, ensuring we extend our government clients the same quality and experience as private-sector clientele while keeping prices down and budgets in check and, in turn, acting as good stewards of taxpayers' dollars.

CORE COMPETENCIES



Strategic Planning/Implementation

Branding, Social Media, Digital Marketing, Website Design and Development, Content Marketing, Data-Driven Analysis and Reporting



Digital/Traditional/Social Media

Engagement and Followers, Content Strategy, Ad Creation and Placement, Monitoring and Analysis



Brand Identity/Analysis

Logo Style Guide, Communications Guide, Brand Assets (portfolios, business cards, etc.), Marketing Collateral (including television production and video services)



Program/Project Management

Policies and Procedures, Funding and Subcontractor Management, Stakeholder Management, Planning and Resource Management

TEAM PAST PERFORMANCE



U.S. Citizenship
and Immigration
Services



U.S. FOOD & DRUG
ADMINISTRATION



721 CORPORATE SNAPSHOT

- NAICS Codes: 541810, 541820, 541830, 541890, 541613
- CAGE Code: 67PL3
- UEI: FJ3FD9X5L1H1

