



Marketing and Strategic Communications

“Not only do we craft a strategic message; we make sure they hear it loud and clear.”

Increase Awareness. Generate Interest.

Patriot Strategies delivers marketing and strategic communication services that surpass conventional advertising campaigns. We use our understanding of internal government culture to develop powerful messaging programs that extend executive influence and allow leaders to achieve results within their organizations.

Whether you are trying to implement a new policy or program, increase awareness of your organization, or persuade more customers to utilize your services, Patriot Strategies has experienced marketing specialists who know how to forward the executive strategy.

Our marketing services deliver more than just a pretty picture - our professionals combine private and public sector experience to create brands with lasting impact. Using a multi-disciplinary approach, we help our clients develop a better understanding of customer perceptions and stakeholder requirements, form strong alliances, and communicate effectively through various delivery channels. As a result, our clients have achieved the positive exposure necessary to succeed in today's government environment.

Strategic Results

- **Enhance perceptions of your organization** with a strong brand and professional identity.
- **Increase awareness of your programs and services** among key clients and stakeholders by addressing targeted audience segments.
- **Reinforce your organization's value** through compelling messages that move audiences to action.

NAICS Codes

	541430
Graphic Design Services	
	541511
Customer Computer Programming Services	
	541611
Administrative Management and General Management Consulting Services	
	541612
Human Resources Consulting Services	
	541613
Marketing Consulting Services	
	541618
Other Management Consulting Services	
	541690
Other Scientific and Technical Consulting Services	
	541810
Advertising Agencies	
	541820
Public Relations Agency	
	541850
Display Advertising	
	541890
Other Services Related to Advertising	
	541910
Marketing Research and Public Opinion Polling	
	541920
Convention and Trade Show Organizers	
	541830
Media Buying Agencies	
	541930
Translation and Interpretation Services	

Marketing Services

- Advertising
- Book & Catalog Layout and Design
- Collateral Design and Production
- Content Development
- Copywriting
- Customer Relationship Management
- Graphic Design
- Integrated Marketing Program
- Presentation Design and Scripting
- Promotion
- Report Layout and Design
- Situation Analysis
- Strategy Development
- Website Design and Maintenance

Strategic Communications

- Audience Identification
- Communications Strategy
- Communications Planning
- Communications Services:
 - Core Messaging
 - Email Marketing
 - Media Management
 - Public Relations
 - Social Networking
- Message Development
- Message Delivery
- Situation Analysis
- Targeted Communications

Branding

- Logo Design
- Stationery Design
- Template Design
- Style Guide Development

Event Planning & Management

- Advertising
- Branding
- Booth Design and Production
- Collateral Design and Production
- Communication Services:
 - Core Messaging
 - Email Marketing
 - Media Management
 - Public Relations
 - Social Networking
- Content Development
- Event Coordination
- Event Marketing
- Facilitation
- Integrated Marketing Program
- Speaker Selection and Coordination
- Presentation Design and Scripting
- Promotional Product Coordination
- Promotion
- Signage Design and Production
- Sponsorship Management
- VIP Management
- Website Design and Maintenance

Key Clients



Department of Energy



Department of Health and Human Services



Department of Transportation



Department of Veterans Affairs



Department of Defense



Department of State



Environmental Protection Agency

The Patriot Advantage

- **Experienced marketing specialists** with exceptional insight into targeting segmented audiences.
- **Communication approach focused on client's strategic goals**, management priorities, stakeholder integration, and organizational buy-in.
- **Full life-cycle marketing and communications methodologies and support services**, including situation analysis, strategic planning, market segmentation, branding and positioning, creative development, formulating implementation plans, and evaluating results.

Service. Accountability. Better Government.



Patriot Strategies
1717 Pennsylvania Avenue, NW
Suite 1025
Washington, DC 20006

Phone: 202.559.9048
Fax: 202.559.9049

www.patriotstrategies.com