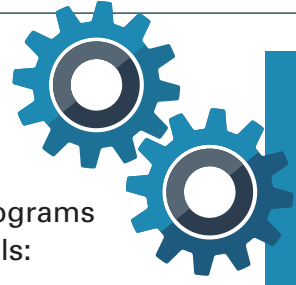


# Information Experts

FULL SERVICE DIGITAL MARKETING & CUSTOM TRAINING FIRM



## ACTIVATE YOUR STRATEGY

- Communications Strategies for Internal and External Stakeholders
- Results-Driven Marketing and Outreach Programs
- Creative Content and Communications Tools: Web, Multimedia and Print
- Custom Education, including Instructor-Led, Web-Based Training and Mobile Training



## WHEN SHOULD I WORK WITH INFORMATION EXPERTS?

- My content needs are complex – blending marketing, education, and change management.
- My audiences need straightforward information that clearly inform and help them to make smart decisions.
- The visual quality of our content solutions is important because they represent our brand.
- We require a streamlined approach that delivers rapid turnarounds for many types of content products.

## SERVICES

- Internal & External Marketing
- Member Communications & Public Outreach
- Creative Design & Development for Web/Social/Interactive
- Video/Multimedia Storytelling
- Information Development & Access
- Design & Development of Custom Education
- Brand Activation Strategy & Integrated Implementation
- Google AdWords Campaign Management

## AWARDS



## PROJECT SPOTLIGHTS

- Internal & External Marketing (EPA)
- Custom Educational Solutions (CAPDL / US Army)
- Web-Based Training (Vantage Point)
- Member Communications and Public Outreach (CFPB)
- Magazine Layout and Design (Tigerlily Foundation)
- Web Development and SEO (PeopleTactics)
- Information Development and Access (SPRINT)
- Video Storytelling (SBA)

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GSA Schedule: GS-00F-53CA | CAGE Code: 3CCHO  
 DUNS #076104350 | DCAA Approved Accounting System

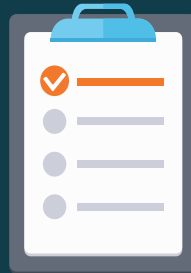
# Information Experts

Transform your information into ideas,  
ideas into action, action into results.

## YOUR OBJECTIVES

### EXTERNAL COMMUNICATIONS

- How can we improve communication with potential clients?
- How can we attract qualified prospects?
- How can we streamline our messaging on all our social media platforms?



### INTERNAL COMMUNICATIONS

- How should we communicate to multiple generations?
- How do we attract and recruit the best candidates?
- How can we help our employees communicate our message more effectively?



## OUR TEAM OF EXPERTS

- Graphic Designers
- Instructional Designers
- Project Managers
- Developers
- Copy Writers
- Digital Strategists
- Subject Matter Experts



## COMMUNICATION TOOLS

- Web
- Print
- Multimedia
- Social Media
- SEO
- Video
- Marketing & Outreach



## RESULTS

- INCREASED PROFITS
- DEFINED PROCESSES
- EMPLOYEE DEVELOPMENT
- EMPLOYEE ENGAGEMENT
- CUSTOMER ENGAGEMENT
- CONSISTENT SOCIAL MEDIA PRESENCE
- INCREASED MORALE, INCREASED CULTURE
- REDUCTION OF TURNOVER



SMART, COMPELLING, TRANSFORMATIVE.

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