



Social, Digital Advertising, and Content Solutions for **Government Agencies**

Capabilities Statement

October Social Media is a digital marketing agency that provides social media and digital marketing, content creation and training solutions for brands and government agencies.

Our services include social media strategy development, social media management, content creation, digital advertising and social media training and governance.

OCTOBERSOCIALMEDIA.COM

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SOCIO-ECONOMIC STATUS	EDWOSB,WOSB
NAICS	541613(P),541830,51913,611430
PSC	R422

Core Competencies

- 01**

SOCIAL MEDIA CAMPAIGN MANAGEMENT

Increase brand awareness, website traffic and online community engagement with strategic on-going social media management.
- 02**

DIGITAL ADVERTISING STRATEGY + MANAGEMENT

Expand your content's reach and online public engagement with hyper-targeted social and digital advertising.
- 03**

CREATIVE SERVICES

Compelling copywriting, graphics, video, and photography built for online public engagement in multiple languages.
- 04**

SOCIAL MEDIA TRAINING

Training for government agencies, executives and teams.

Training for social media managers and communications professionals.

Training for workforce development professionals.

Past Performance



PERSONALIZED APPROACH

We take a personalized approach to each client, tailoring our services to their specific needs and goals. This may involve conducting thorough research and analysis to better understand their target audience and competition, and developing customized strategies and content to engage and convert their audience.



INNOVATIVE SOLUTIONS

We pair Artificial Intelligence software and our subject matter experts to create digital solutions that enhance workflow, improve content outputs, and drive effective campaigns.



DATA-DRIVEN

We use data analytics to drive and refine our strategies in order to deliver tangible results for our clients which results in increased website traffic, higher levels of public engagement, and greater project or program awareness.