



# STRATEGIC COMMUNICATIONS AND INTEGRATED MARKETING

## CAPABILITIES

- Communications Strategy and Planning
- Branding and Identity
- Social Marketing
- Digital and Social Media
- Materials and Message Development
- Stakeholder Outreach
- Public and Media Relations
- Graphic Design and Multi-media
- Web Design and Development SP Design & Development
- Advertising and PSAs
- Formative and Evaluation Research (Focus Groups, Surveys, Stakeholder Interviews)
- Plain Language Writing
- Section 508 Compliance
- Project Management



Service-Disabled  
Veteran-Owned  
Small Business  
(SDVOSB)

## About Dynamic Integrated Services

Dynamic Integrated Services (DIS) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) providing management consulting services to the Federal Government and organizations supporting federal agencies. With many years of public sector expertise, DIS offers client services and support in the areas of business process and strategy, healthcare program operations, human capital management, and strategic communications and integrated marketing.

## Communications & Marketing

Our portfolio includes full-service communications and marketing solutions to Federal Government programs, foundations, and private sector companies, including the Department of Defense (DoD), the Centers for Medicare & Medicaid Services (CMS), and the Department of Veterans Affairs (VA).

**Experts You Can Trust.** You come first. We are your trusted colleagues and tireless advocates working collaboratively with you to relentlessly pursue results and drive your organization's value. Our award-winning consulting team delivers the seasoned expertise, innovative ideas, and exceptional service that bridges the gap between big-picture strategy, day-to-day implementation, and effective outcomes.

**Gain a Strategic Advantage.** Stronger programs, more visible brands, empowered stakeholders, breakthrough creative content, and better outcomes come from our dedicated team of communications and marketing experts. We create awareness, encourage action, shift perceptions, drive behavior change, and inform strategy using proven communications approaches, marketing best practices, and insight-driven creative.

**Small Firm. Big Results.** We are a firm that is small in size, yet big in results. We are agile and entrepreneurial in how we work, yet big enough to handle your largest and most complex assignments. Integrated at our core, we are structured so that all clients benefit from cross-functional expertise, persistent creativity, and the direct, daily involvement of our most senior people across all business lines.

**Making an Impact.** As a Service-Disabled Veteran-Owned Small Business, we see limitless opportunities to contribute to our clients and the social good by doing what we do best. Our goal is to inspire, engage, and educate our clients, our employees, and other stakeholders across multiple platforms to build stronger communities.

## Strategic Communications and Integrated Marketing Impact by the Numbers

- Increased enrollment in the VA/DoD eBenefits web portal by 209% in the first 6 months of our campaign. Now more than 5 million Veterans and Service Members are enrolled.
- Generated more than 62 million impressions through a targeted VA Claim Exam campaign resulting in more than 270,000 total landing page views, 76,000 materials downloads, and 45,000 total video views in eight months. Veteran national satisfaction with exams increased by 10.5% for those using new materials.
- Increased Veteran use of Fully Developed Claims from only 2% in FY2012 to over 55% in FY2015. There was a 62% increase in FDCs filed from fiscal year 2014 to 2015 alone.
- Increased PTSD Consultation Program Consultations by 89% in a year to year comparison.
- Launched a new national outreach campaign in three weeks for the Secretary of VA- the Decision Ready Claim (DRC) Initiative, including print publications, digital advertising, testimonial videos and partnership engagement.



### Vice President, Strategic Communications and Integrated Marketing **NICOLE C. CAREY, MS**

Ms. Carey is the Vice President of the Strategic Communications and Integrated Marketing practice at Dynamic Integrated Services. She is an experienced communications and marketing professional with expertise in strategic communications planning and execution, social marketing, and stakeholder engagement with particular emphasis in health and benefits communications, marketing, and research.

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#### GSA AIMS (pending)

SIN 541 1    SIN 541 2    SIN 541 3    SIN 541 4A  
SIN 541 4B    SIN 541 4F    SIN 541 5



#### HOW CAN WE HELP?

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