

CAPABILITY STATEMENT



COMPANY OVERVIEW

EFS Digital is a small Woman-Owned Advertising Agency located in Norwich Connecticut. We help business owners increase revenue using state of the art digital solutions. We work with clients in multiple industries delivering quality service combined with a human touch that sets us apart from the rest. We offer result-driven solutions and always strive to deliver the best Return On Investment (ROI) for our clients.

CORE SERVICES

- Media planning and buying
- Marketing strategic consultancy
- Market research
- Search Engine Optimization (SEO)
- Coaching services
- Creative development, and digital design

WORKSHOPS & ONE-ON-ONE TRAINING

- **Facebook Marketing**
 - Business account setup & managing
 - Offer setup and market research
 - Audience targeting
 - Pixel conversion tracking & optimization
 - Advertising campaigns builds & monitoring
 - Analytics & reporting

DIFFERENTIATORS

- 18 years as a software engineer (General Dynamics), including 5 years as a software project lead with the highest security rating in DoD.
- Team with 20 years of combined experience in digital marketing.
- 100% Hispanic Black woman-owned, led, and operated.
- Bachelor of Science degree in Computer Science (NY).

PAST EXPERIENCE

- **2020 - Present** - provide Google and Facebook advertising, Search Engine Optimization Service (SEO) for a Connecticut industry leader Home Improvement Company. Reference available on request.
- **2020 - Present** - provide Google advertising, website design and Search Engine Optimization Service (SEO) for a third generation family-owned Connecticut Asphalt Paving Company. Reference available on request.
- **2022** - provided job recruitment funnel development, and Facebook advertising service for an award-winning homecare agency and leader among home care agencies in Connecticut. Reference available on request.

COMPANY DATA

CAGE Code: 9ECD6
Unique Entity Identifier: X6PKH4P1T124

NAICS Codes:

- 541810 Advertising Agencies
- 541830 Media Buying Agencies
- 541613 Marketing Consulting Services
- 611430 Management Development Training
- 541990 All Other Professional & Technical Services

SAM Registration: Active
Accepting Credit Cards: Yes
Business Size: Small Business

Socio-Economic Designation

SBA Women-Owned Small Business (WOSB) -
Pending

CT Small/Minority Business Enterprise (SBE)

Contact Information

Maria Colon
President & CEO
Phone: (860) 287- 7817

maria@efsdigital.com
27 Lauren Lane
Norwich, CT 06360

Website: <https://efsdigital.com>

Facebook: facebook.com/efsdigital
LinkedIn: linkedin.com/in/maria-colon-836725162
Instagram: instagram.com/efsdigital