

CAPABILITY STATEMENT



UEI: X6PKH4P1T124

CAGE: 9ECD6

CERTIFICATIONS:

EDWOSB – SBA



Hispanic American Woman Owned
Small/Minority Business Enterprise –
Connecticut

NAICS CODES:

541810 Advertising Agency (Primary)

541830 Media Buying Agencies

541613 Marketing Consulting Services

541910 Market Research and Analysis

611430 Management Development Training

541990 All Other Professional Services

PSC CODES:

R701 Support- Management: Advertising

R426 Support- Professional: Communications

CONTACT

Maria Colon, CEO

(860) 287-7817

maria@efsdigital.com

<https://efsdigital.com/government>



VISIT WEBSITE

ABOUT EFS DIGITAL

Your agency's mission is vital, and EFS Digital is here to support it with powerful, results-driven advertising that effectively engages and connects with the U.S. public.

Our solutions are data-driven and results-focused, ensuring we consistently maximize Return on Investment (ROI) for our clients. At EFS Digital, we're dedicated to helping agencies, and all our partners make a meaningful impact.

CORE COMPETENCIES

SERVICES:

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

DIGITAL ADVERTISING:

- Pay Per Click (PPC)
- Social Media Advertising
- Outreach Campaigns
- Conversion Tracking
- Funnel Design
- Reputation Management
- Analytics & Reporting

PAST PERFORMANCE

- Christopher Home Improvement
- The Email Agency
- Terry Snider Jewelry
- Power Gen USA
- Assured Quality Homecare



Assured Quality Homecare
Educating professional caregivers and families.

DIFFERENTIATORS

- 100% Hispanic Black woman-owned, led, and operated.
- 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.
- Bachelor of Science degree in Computer Science (NY).
- Culture of People and Mission First.



(860) 287-7817

www.efsdigital.com

27 Lauren Lane Norwich, CT 06360