

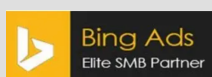


UNIQUE ENTITY ID: **ZM8QEUPEVXD5**

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NAICS CODES: **541613**

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## WHAT WE DO:

### Digital Marketing Strategy

- Digital Marketing
- Marketing Strategy
- Lead Generation
- Search Engine Optimization (SEO)
- Branding & Graphic Design
- Public Relations (PR)

### Advertising & Media Buying

- Media Buying
- Advertising
- Online Advertising
- Paid Media Ads
- Facebook Ads
- Instagram Ads
- Google Ads Management
- Video Creation & Marketing

### Marketing Automation & AI

- AI Chatbots
- Marketing Automation
- AI Integration
- Email Marketing
- Newsletter Campaigns

### Content & Media Management

- Content Creation
- Copywriting
- Blog Post Writing
- Press Release Writing
- Media Management

### Website Development & Design

- Website Development & Design

ORGANIZATIONS LIKE MTV CANADA, REFORMANCE, AND AIM SERVICES TRUST US WITH THEIR **DIGITAL MARKETING** NEEDS. WE IMPLEMENT MULTI-CHANNEL STRATEGIES TO CREATE A UNIFIED BRAND MESSAGE AND EXTEND THEIR REACH. OUR CONTENT RANGING FROM EYE-CATCHING VISUALS TO ENGAGING STORYTELLING IS DESIGNED TO MAKE A LASTING IMPACT AND INCREASE AUDIENCE ENGAGEMENT. EVERY DECISION WE MAKE IS DRIVEN BY DATA AND REAL-TIME INSIGHTS, ENABLING US TO CONTINUALLY REFINE OUR STRATEGIES TO STAY AHEAD OF MARKET TRENDS.



## KYRIN HALL, PHD

Founder & CMO

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## WHO WE ARE:

At DIGITAL SHORCUTZ LLC, we specialize in data-driven Digital Marketing tailored for Federal and State government agencies. With over 10 years of expertise in television, media, and digital strategy, we provide scalable, compliant, and results-driven solutions that enhance public engagement, communication, and operational efficiency.

We understand the unique challenges of government agencies, from ensuring data security and regulatory compliance to maximizing public outreach and engagement. Our team combines advanced analytics, AI-driven automation, and strategic content creation to deliver measurable impact.

Our expertise extends beyond marketing; we act as a trusted partner, working closely with agencies to optimize communication strategies, improve accessibility, and drive meaningful engagement with the communities they serve.

- ✓ **Data-Driven Execution:** every campaign is optimized using real-time analytics for measurable success.
- ✓ **Security & Compliance:** we implement government-grade cybersecurity (HIPPA) and adhere to federal regulations.
- ✓ **Clear, Transparent Reporting:** we provide detailed performance insights to support informed decision-making.
- ✓ **Responsive & Adaptive Support:** our team offers ongoing optimization, real-time adjustments, and expert guidance to ensure success.

Using data insights and strategic execution, DIGITAL SHORCUTZ LLC helps government agencies deliver effective digital communications while maximizing efficiency and security.

## CLIENTS:

