

## MARKETING + DIGITAL COMMUNICATIONS

AITHERAS, LLC is an innovative technology consulting firm delivering customer-centric solutions for government and commercial clients with expertise in Marketing & Digital Communications. Since 2002, AITHERAS has partnered with over a hundred clients on over 240 projects including the NIH, CDC, DOL, DOJ, FEMA and more, with team members who have worked with clients such as Marriott, PBS, Dupont, and Eastman.

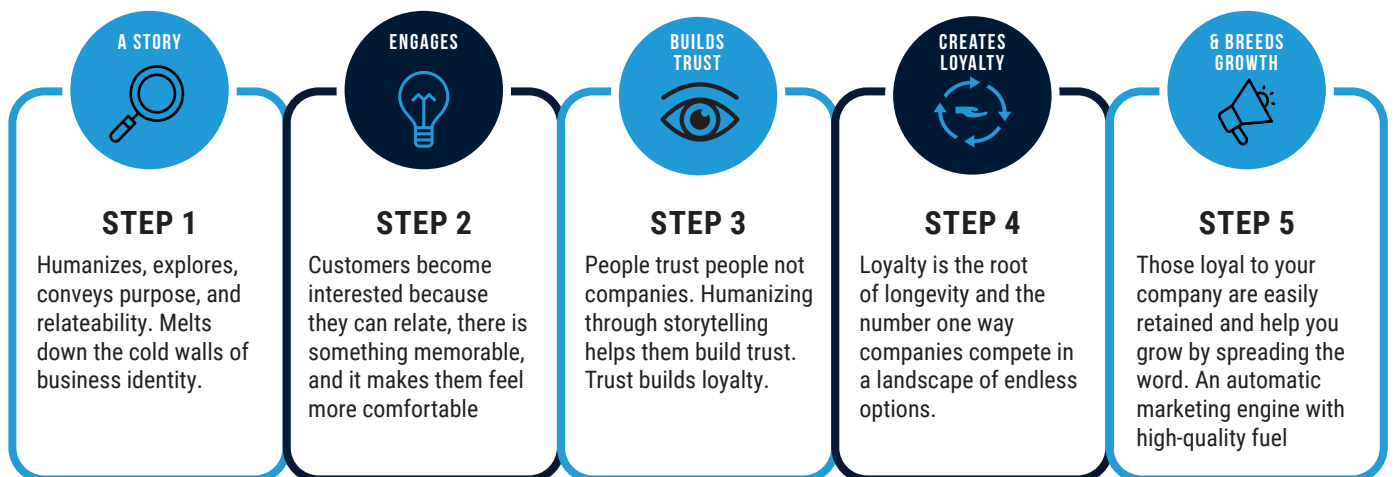
We are headquartered in Rockville, MD, an ISO 9001:2015 certified firm, a designated Small Business by the U.S. Small Business Administration (SBA), and a Minority Business Enterprise (MBE) by the State of Maryland Department of Transportation (MDOT). In addition to GSA Schedule 70, AITHERAS is GSA 8(a) STARS II schedule holder.

### MEASURABLE RESULTS

AITHERAS marketing and digital communication team are leaders in driving client brand, marketing and communication strategies with experiential marketing efforts that drive engagement, comprehension, and brand loyalty. Our ability to develop metrics for deliverables to track and report on all program efforts, quickly adjust with new enhancements, and build from one program to another, resulting in cost efficiencies, is the key to our success.

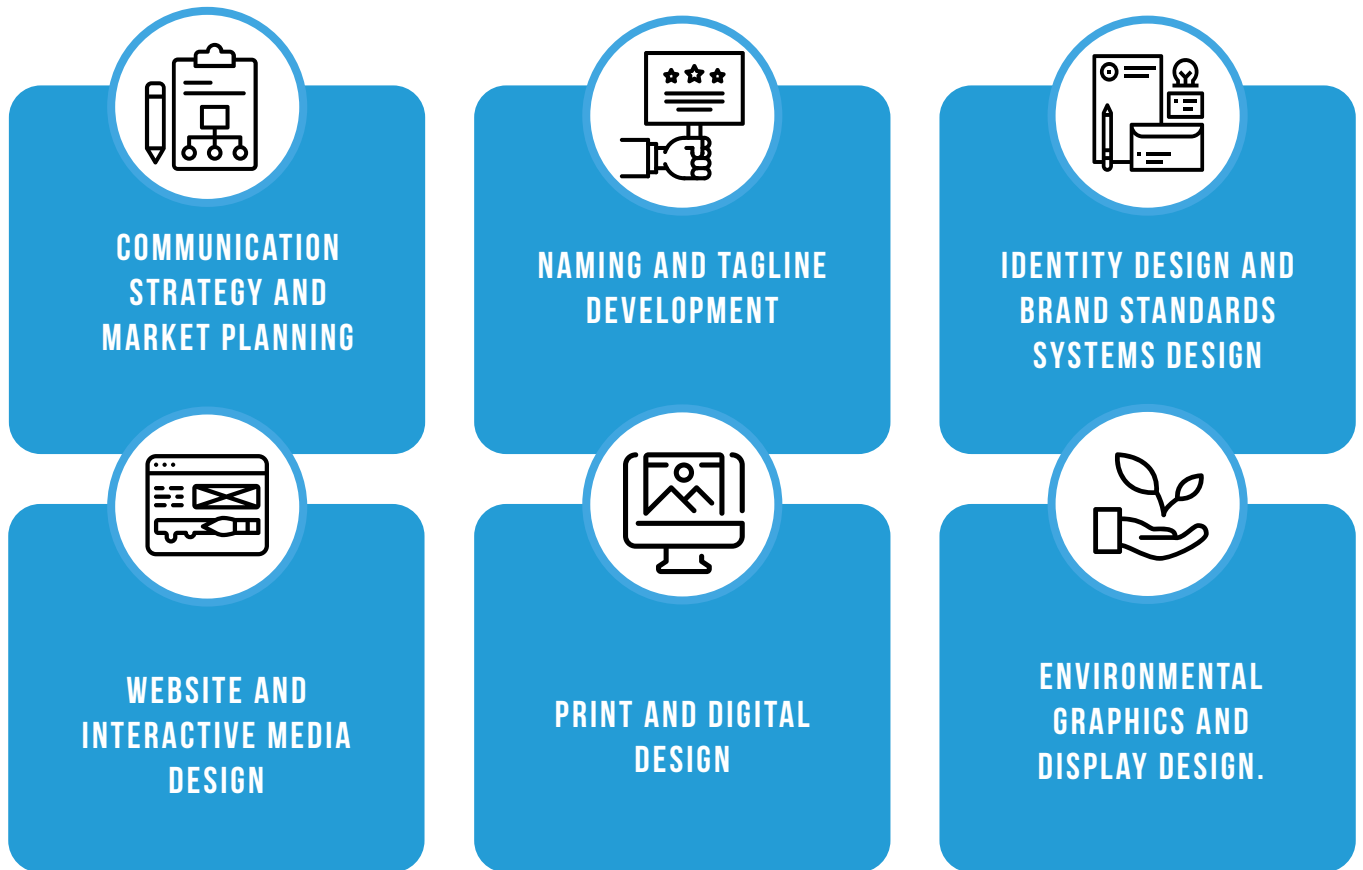
### STRATEGIC STORYTELLING AND BRANDING

Behind a successful organization is a strong foundation of a good narrative--a good story. Strong branding authentically represents an organization's best traits, working in parallel to assess the organization's current state for embarking on a journey that identifies how unique the organization is, or can be. This defining event goes beyond just a new logo or change of colors, but honing market differentiation targeted to, and consistent with, the business core values while looking ahead at the ideal future and customer. An in-depth learning of the target audience as well as identifying pain points of where disconnection occurs supports detection of gaps. It also collaborates to establish a strong brand that interacts with the audience. This brand is now trust-based--leveraging various channels of marketing to include social media marketing, email marketing, website and mobile applications.



# STRATEGIC COMMUNICATIONS

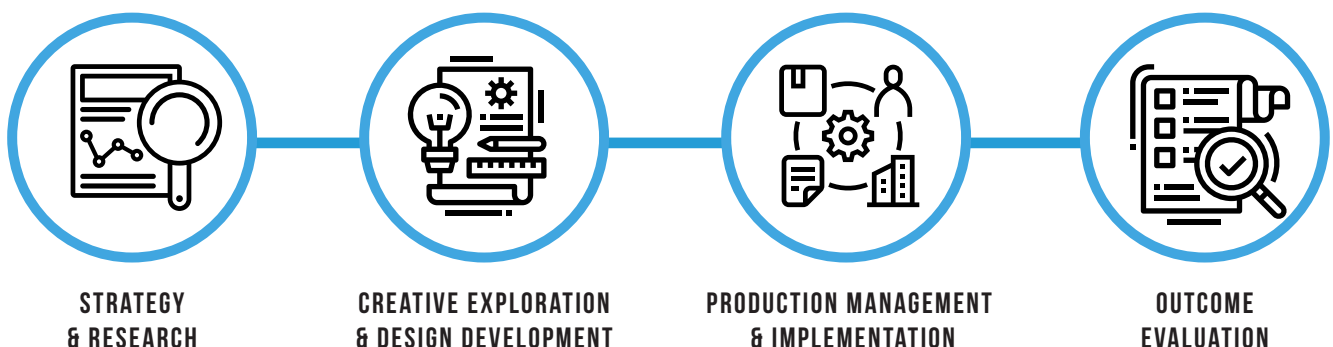
AITHERAS can transform communications challenges into effective solutions with our proven capabilities.



AITHERAS has proven experience providing impactful strategic and design services for teams across large and small organizations. These specialized design services include the creation of strategic planning documents, presentations, brochures, email templates, promotional materials, videos, pixel-perfect designs, and other design documents to align teams around a shared vision.

For creating and developing graphic designs and marketing materials, we take a four-phased approach to design that includes:

## FOUR-PHASED APPROACH TO DESIGN



Through these four phases we work to understand your brand and project parameters, develop ideas to visually express your core message, work with you to proof and refine the design and finally evaluate not only how the process went, but also what the response has been from the target audiences and make necessary changes to accommodate feedback.

# WEBSITE DESIGN

To increase our probability of successful website build, subsequent enhancements, and future launches, we embed an Agile-first mindset into every aspect of our delivery. This means using all our available tools and knowledge to define and prioritize activities in a way that delivers incremental, meaningful, continuous value for our clients transparently and openly.

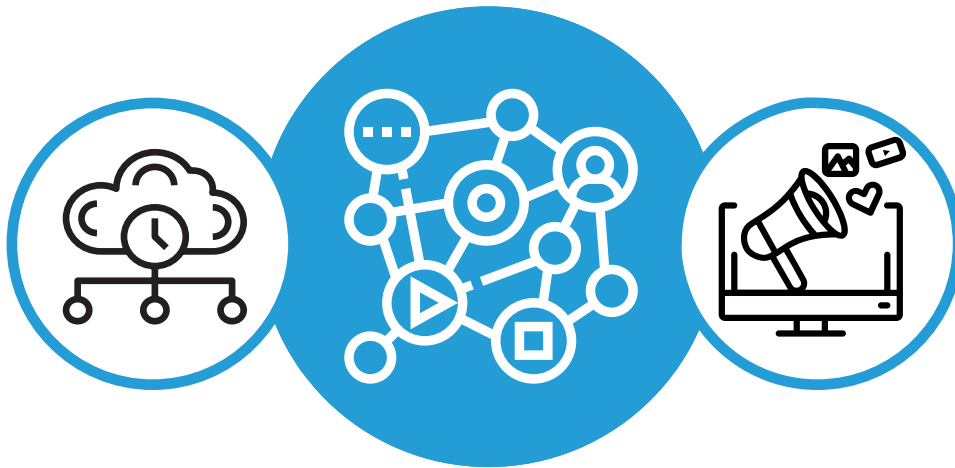
Our process emphasizes iterative design and delivery while striving to deliver real customer value as smoothly and continuously as possible. AITHERAS will continuously emphasize our client priorities and its audiences via rigorous Agile execution. We will also ensure that regular Quality Assurance (QA) Testing and bug fixes are regularly incorporated into the workflow to maintain functionality and content on websites.

For all design projects, we start with a proven foundational design system, such as Material Design or Bootstrap, to aid in the standardization of visual and interactive elements across the system. Design team members use contrast checking plugins and online tools to test color contrast and other accessibility items early in the process to save time. All designs are delivered to the development team with pixel-perfect specifications that include both visual design (colors, fonts, sizes) as well as interactive specifications (how elements should load, function, animate, include alt tags, etc.).

# SOCIAL MEDIA MANAGEMENT

Audiences expect the ability to interact with brands and organizations in meaningful ways. Audiences turn to social platforms to learn, communicate, and share—in short, they seek the community that effective social engagement provides. This is particularly true as organizations get larger and the needs of individuals become more intimate.

AITHERAS has a deep background in all phases of social marketing. Social marketing must fill several distinct roles for our clients, including building audiences, distributing content, informing, engaging audiences, and creating communities. Our team is expert in planning campaigns, optimizing content, managing social communities, developing social outreach, programming events, implementing programmatic advertising, and managing social footprints using best of breed management and automation tools (Buffer, Coschedule, HubSpot, etc.).



# CONTACT US

Please contact us to see the difference we can make in meeting your solutions needs and goals. AITHERAS appreciates the opportunity to earn your business.

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