

# AllagashGroup, LLC



A SERVICE-DISABLED  
VETERAN-OWNED COMPANY



*AllagashGroup believes growth and problem solving begin with communicating the right message, to the appropriate audience, at the precise time, via the right media!*

AllagashGroup, LLC provides marketing and communication management services for federal and state agencies and commercial clients. AllagashGroup was named after the USS Allagash, a U.S. Navy vessel, upon which Tom Busch, the founder of Allagash served.

AllagashGroup offers customized Marketing Communication Management (MCM) services to advance innovative marketing strategies, shape creative communication campaigns, and plan and execute conferences, meetings, and tradeshow that are designed to launch our client's communication objectives. Our proactive MCM methods ensure extensive influence for promoting brands and engaging stakeholders while minimizing budgetary cost. MCM ensures accuracy, high quality, and speed of delivery in developing the strategic marketing communication process specifically designed to ensure that all messaging is unified across all channels and focused on the client's needs. Our streamlined and specialized approach integrates our unique project management method called Nimble PM to ensure effective cost management. We bring years of professional experience in marketing communication, trade show and conference planning, creative design, social media planning and execution, public relations, multi-media advertising, and project management to our clients.

For fiscal years 2012 and 2013 Allagash ranked as the number one Service Disabled Veteran-Owned Small Business (SDVOSB) for providing advertising consulting services (NAICS code 541810) to the federal government, according to Bloomberg Government and Govwin.





## Marketing Communication Management (MCM)

MCM is a strategic marketing communication process specifically designed to ensure that all messaging is unified across all channels and focused on the client's needs. Identifying the right communication strategies that establish the stakeholder's message for their audience is essential in brand identification and support how our clients are viewed. We deliver informed, media-savvy public relations services producing results that positively impact our clients' objectives.

- Strategic communication management
- Market analysis and research
- Planning, scheduling, and project management
- Public relations / public policy

## Creative Services

Allagash's creative services provide our clients with imaginative and innovative marketing ideas that help businesses grow. Allagash builds a thorough branding campaign beginning with a stakeholder workshop to identify messaging through corporate and agency identity. Allagash's graphic design and website development experience provide inspired ways to relay our client's message in order to enrich our client's goals.

- Corporate identity and branding programs
- Graphic design / collateral development
- Website development and design

## Social Media

Social media is now a primary way of communicating and interacting with clients and employees. Allagash utilizes a broad based strategy that links the clients' brand and message through the use of social media platforms and delivers a greater awareness and a richer experience for our clients. An active social media presence is a great, low-cost tool for promoting brands and engaging stakeholders. Whether it's using Facebook, LinkedIn, Twitter, Google Plus or any variety of platforms, Allagash can deliver messages and give timely, relevant and appropriate ROI. We deliver the full spectrum of analytical metrics

and ROI necessary for measuring the effectiveness of communications in an ever-changing connected world.

- Social media platform development
- Digital outreach
- Search Engine Optimization (SEO)
- Web analytics

## Conference and Meeting Planning

AllagashGroup is committed to delivering superior meeting and conference planning, promotion, and execution based on exceptional industry knowledge. Utilizing Certified Trade Show Marketers (CTSM) we understand the issues that affect both our clients and their audience, whether it's government or commercial. Allagash provides talent well versed in project planning and coordination of all logistics for trade shows, conferences, events, seminars, and web-based visual graphics and videos for our clients.

- Conference, event, and exhibit management
- Marketing strategies and logistics
- Project management and budgeting



## Advertising

Customized strategic planning and detailed program management enable Allagash to tailor our clients' marketing and communication messages for specific campaigns. We offer a full complement of advertising services to assist our clients in reaching a target audience. Our experienced and talented designers provide effective creative concepts and deliver end-to-end project management and completion.

To maximize the effectiveness of an advertising campaign and provide for increased measureable results, marketing analysis is conducted, tracked and measured so our clients can make informed decisions.

- Advertising development
- Media buying / print and web advertising
- Creative Suites video production
- Public Service Announcements

*We believe your message is not everything...it is the **only** thing!*

AllagashGroup



## Nimble PM Project Management Approach

Allagash has developed a unique approach to project management that we utilize throughout our strategic marketing communication services including project planning and execution. Our approach called Nimble PM can be used exclusively or in conjunction with the client's project management framework. Nimble PM features:

- Customizable project and program management utilizing Earned Value Management
- Scalability depending on project or program size
- Integrated Master Plan (IMP) and the Integrated Master Schedule (IMS)
- Business and administrative management
- Support for Agile or Waterfall development approach
- Acquisition management consultation

## Past Performance



The VA for Vets is a comprehensive career support and management program for Veteran recruitment, retention and reintegration managed by the Veteran Employment Services Office (VESO) Office of the Veterans Administration and is focused on increasing the number of Veterans, National Guard, and Reserve members hired by the VA and other federal agencies.

AllagashGroup developed a strategic communication and marketing plan for VESO that is driving implementation of all VA for Vets program-related marketing communications activities. Allagash was able to augment the client's existing project management methodology with risk and schedule management elements of the "Nimble PM" approach. Allagash reduced the amount of time required to develop a Project Management Plan which led to further cost savings for the client. This was accomplished while completing high quality deliverables, on time and on budget.

Allagash developed and managed a VESO stakeholder branding workshop that included interactive exercises, analysis and discussions with the purpose of evaluating the current messaging and to refine, or develop more effective outreach messages. Through this branding analysis, Allagash

identified that 46% of the veteran market did not recognize the VA for Vets program verifying the need for a strategic communication plan.

Allagash developed an integrated social media campaign highlighting VA for Vets services and events and providing one-on-one instant communication that is part of social media. Allagash managed the social media content development, posting, and optimization which resulted in:

- A 491% increase in LinkedIn followers for the VA for Vets in just 6 months!
- A 51% increase in the LinkedIn discussions from the ages 18-34 group through the use of graphics and imagery!
- Allagash efforts increased VA for Vets Facebook page "likes" by 84% and created an average of 51% engagement from traffic driven to the [vaforvets.va.gov](http://vaforvets.va.gov) website.



The VA Acquisition Academy (VAAA) was created to address the growing acquisition workforce challenge facing the Department of Veterans Affairs and the Federal Government. Allagash supported various task orders for communications services for the launching of the VA Center for Acquisition Innovation and the VA Acquisition Academy including acquisition officer recruitment advertising; change management for transformation of VA acquisition; brand development, Web site design, and audience outreach for the VA Innovation Initiative.

Allagash provided strategic communication planning, advertising services, message creation, logo creation, press releases, speechwriting, influencer identification, event management, graphic and PPT design, collateral development, photography, exhibit design and procurement, and media monitoring.

Allagash developed a strategic plan to introduce the VA Secretary's special initiative, VA Innovation Initiative (VAi2), a \$100-million challenge to stimulate cost-saving innovations, which was directed towards the entrepreneurial, innovation, technological and creative communities. Allagash utilized social media approaches to access prospective innovation developers. Allagash built a database of more than 1,200 influencers. Allagash also redesigned and stood up the VA Innovation Initiative web site within three days to meet the deadline of the Secretary's announcement of the VAi2 Business Innovation Competition. Since then, VAi2 has established a portfolio of more than 120 innovation projects that help VA identify, test, and evaluate promising solutions that enhance the accessibility and quality of care and services delivered to Veterans.



AllagashGroup, LLC is committed to displaying personal integrity and we strive to meet the highest standards of performance, quality, service and achievement in working towards the Allagash mission. Our mission is to increase our client's competitive advantage by delivering superior marketing communication solutions.

We are verified to work in the NAICS Codes below:

519130 – Internet Publishing and Social Networking  
541430 – Graphic Design and Branding Services  
541511 – Website Design Services  
541513 – Computer Facilities Management Services  
541519 – Other Computer Related Services  
541611 – Administrative Management and General Management Consulting Services  
541612 – Human Resources and Executive Search Consulting Services  
541613 – Marketing Consulting Services  
541810 – Advertising Agencies  
541820 – Public Relations Services  
541830 – Media Buying Services  
541890 – Specialty Advertising Services  
541990 – All Other Professional, Scientific, and Technical Services  
611430 – Professional & Management Development Training

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Primary NAICS: 541611 (Administrative Management and General Management Consulting Services)  
AG140724

## Community Outreach



AllagashGroup was proud to be a sponsor for the Operation Pledge to Vets Conference held on November 21, 2013. The conference was developed for small to medium size Maryland businesses interested in hiring and retaining military veterans. The conference was presented by the State of Maryland Department of Labor, Licensing and Regulation (DLLR), Anne Arundel Workforce Development Corporation (AAWDC) and AllagashGroup, LLC. Maryland Lieutenant Governor Anthony G. Brown delivered the keynote address and Maryland DLLR Secretary Leonard J. Howie III provided opening remarks for the event.

Allagash led the development and management of the conference and provided services to coordinate efforts during conference planning, preparations and execution on the conference site. Allagash graphics team designed the OPV logo, program, and developed the website including on-line registration, management of registration database, and all communications to attendees. Allagash designed collateral pieces for outreach efforts, email campaigns, and finalized all presentations for audio visual use.

More than 120 individuals attended the successful conference and more than 100 companies heard from experts on becoming “military-friendly” companies, using military to civilian translator tools and strategies, finding qualified veterans and more.



*Creating Solutions for Success!*