



Capability Narrative

Mogul Media offers impactful marketing and advertising for both public and private sectors. Leveraging data to create engaging content, we enhance public awareness and community involvement. With 50 years of collective experience, we simplify complex projects into effective public campaigns.

Core Competencies

- Full-service advertising: Strategic envisioning, innovative design, and meticulous implementation spanning both digital and traditional platforms.
- Data-driven marketing consulting: Employ rigorous audience research, ongoing performance evaluation, and ROI optimization.
- Comprehensive content creation: Produce versatile content forms, including video, social media, and print, specifically designed for B2B & B2G audiences.
- Integrated media services: Expert media buying, placement, and distribution to amplify campaign effectiveness and audience engagement

Featured Experience

Washington State Dept. of Financial Institutions April 2024-October 2024

Developed and executed statewide ad campaign about financial fraud through a multi-channel approach targeting diverse demographic groups.

Over 15M impressions delivered statewide | Landing page views 15K.

Homebase January 2024-June 2024

Developed comprehensive editorial calendars, SEO content strategy, managed production, editing and delivery of 100+ pieces of content including case studies and data sheets.

Doubled unique web traffic | Broke the company signup-per day threshold.

Sendoso January 2022- July 2023

Overhauled company’s digital content strategy to boost online presence and lead generation. The project encompassed content creation, website optimization, performance analysis, and brand elevation.

Public Relations increased organic search sessions by 66% | Grew 126K new users | Increases sessions by 156K YoY

Corporate Data

UEI: NGFYNR5MRSM4
CAGE: 9YD28
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FEIN: 81-3715826
DUNS: 122781378

Gov POC: Christine Umayam
Title: Chief Impact Officer, Founder

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Washington Statewide Marketing & Communications
Contract Holder (DES Contract No: 20422)

Certifications:
OMWBE #M4F0028672
King County SCS #5488

Work Area: Nationwide
Major credit cards accepted



Differentiators

- Simplify intricate government projects into comprehensible, goal-oriented campaigns, enhancing both public engagement and comprehension.
- Leverage over five decades of combined private and public sector expertise to adeptly manage complex government communication hurdles.
- Our agile, nimble team composition ensures rapid adaptability in response to immediate policy adjustments or new public issues.

Industry Codes

- 5418
- 541810
- 541830
- 541613
- 541910
- 541161
- 51211
- 71151
- 54182
- 54183
- 54191

R701 Support Management: Advertising
R708: Support Management: Public Relations