



Capability Narrative

Mogul Media delivers impactful **marketing, advertising and strategic communications** solutions. We transform complex projects into effective public campaigns, building trust and inspiring action within the community.

Core Competencies

- ✓ **Comprehensive Strategic & Crisis Communications**
Clear, decisive messaging that transforms complex policies into compelling stories, maintaining public trust during both everyday operations and critical moments.
- ✓ **Full-service Advertising**
Strategic envisioning, innovative design and meticulous implementation across digital and traditional channels where your communities connect.
- ✓ **Data-driven Marketing Consulting**
Research what matters, measure what works, and optimize every dollar for maximum impact.
- ✓ **Engaging Content Creation**
Compelling videos, engaging digital media, and accessible content that translate complex programs into stories the community understands.
- ✓ **Integrated Media Services**
Expert media buying and strategic placement ensures your message finds the right audience at the right time, building awareness and trust.

Differentiators



- Our team brings **50+ years of combined experience** in both government and business, helping tackle your toughest communication challenges.
- We turn complex government projects into **simple, effective campaigns** that people actually understand and engage with.
- Being a **small, flexible team** means we can pivot quickly when policies change or new issues arise—nothing slowing us down.

Featured Experience

Washington State Dept. of Financial Institutions

April 2024-March 2025

Designed and implemented a statewide public awareness campaign focused on financial fraud prevention, achieved exceptional reach and engagement across diverse communities.

- 56.7% lift in website traffic | 95% increase in social media engagement | 36.2 million total impressions | 110,895 landing page views | 96% video completion rates on digital content | Delivered content in 5+ languages

Washington State Dept. of Commerce

September 2024-June 2025

Delivered communications and strategic community engagement services for Washington State's Community Reinvestment Project (CRP), an initiative uplifting communities disproportionately impacted by drugs.

- Increased program visibility and community participation | Created compelling content | Delivered 100% of project deliverables on time and within budget

Yakima Valley College

October 2024-June 2025

Provided marketing and paid media outreach services supporting student recruitment. Developed and implemented strategic communications plan targeting prospective students in rural, Hispanic communities, with emphasis on cultural competency.

- 865,000+ digital impressions | 13,600+ link clicks with highly efficient average CPC | Delivered specialized Spanish-language content

Corporate Data

Legal Name: Mogul Media LLC
Year of Incorporation: 2016
UBI: 604-029-016
FEIN: 81-3715826
UEI: NGFYNR5MRSM4
CAGE: 9YD28
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State Contract

WA Statewide Marketing & Comms

Contract Holder : DES Contract 20422

Statewide Vendor : SWV0317640-00

Certifications



OMWBE: M4F0028672

King County SCS: 5488

NMSDC: NW07179

NAICS Industry Codes

541810

541910

541830

541613

541161

512110

711510

541820

Commodity Codes

915-22

915-01

918-76

961-53

961-79

952-22

R701 Support Management: Advertising

R708: Support Management: PR