

# STRATEGIC COMMUNICATIONS & RESEARCH



GSA AIMS | SIN 541 1, SIN 541 2, SIN 541 3, SIN 541 4A, SIN 541 4B, SIN 541 4F, SIN 541 5

## Capabilities

Communications Strategy and Planning

Social Marketing and Health Communications

Social Media Strategy and Analysis

Materials and Message Development

Outreach Implementation

Enabling Technologies (Databases, Collaboration Tools)

Formative and Evaluation Research (Focus Groups, Surveys, Stakeholder Interviews)

Plain Language Writing

Section 508 Compliance

SCR Project Management

## Driven by Duty. First in Results.

Duty First Consulting LLC (DFC) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) providing management consulting and information technology services to the Federal Government and organizations supporting federal agencies. With many years of public sector expertise, DFC offers client services and support in the areas of human capital management, strategic communications and research, business process and strategy, and information technology.

## Research & Communications to Inform & Transform





DFC brings extensive expertise to its portfolio of communications and research services to help organizations gain strategic advantage in achieving communications and outreach goals. Leveraging seasoned expertise, innovative ideas, and breakthrough client service, DFC crafts and executes fully integrated communications and research programs that bridge the gaps between big picture strategy, day-to-day field implementation, and effective outcomes. Our work informs stakeholders, shifts perceptions, motivates behavior change, and encourages action.

We are unique in that we are a full-service consulting firm with the capacity to execute all aspects of an organization's marketing and communications needs, from research, planning, campaign and message development to full execution and analysis. Our team also excels at business process and strategy, IT management, and project management. Understanding the full communications life cycle enables us to have deeper insights into how to improve communications tactics and create lasting, tangible outcomes. Our team works closely with clients to design evaluation and communications programs that deliver informative and transformative results. Duty First Consulting:

- » Leverages proven research methodologies to pinpoint client goals and uncover critical target audience preferences and needs
- » Integrates research, technology, market, and organizational perspectives to craft forward-moving strategies and platforms to reach audiences
- » Implements innovative communications solutions to extend the reach and impact of client communications programs

Our extensive experience in research, social marketing, web and social media, outreach, branding, and project management is applied to achieve immediate, concrete results. We provide solutions for Federal Government programs, foundations, and private sector companies, including the Department of Defense (DoD), the Centers for Medicare & Medicaid Services (CMS), the Department of Veterans Affairs (VA), and the Department of Health and Human Services (HHS).

## Connect with DFC

-  [linkedin.com/company/duty-first-consulting](https://www.linkedin.com/company/duty-first-consulting)
-  [facebook.com/dutyfirstconsulting](https://www.facebook.com/dutyfirstconsulting)
-  [twitter.com/DutyFirstVA](https://twitter.com/DutyFirstVA)
-  e-mail us at [dutyfirst.com/contact-us](mailto:contact-us@dutyfirst.com)



Service-Disabled  
Veteran-Owned  
Small Business  
(SDVOSB)



## Strategic Communications & Research Experience

**Marketing Campaigns** DFC works with the Department of Veterans Affairs (VA) to promote enrollment in the eBenefits web portal. We developed a comprehensive communications strategy and plan, including partnership development, materials development, earned media, radio and video public service announcements, and social media activities.

**Message/Materials Testing** DFC team members conducted consumer testing on numerous Medicare publications and communications messages for the Centers for Medicare & Medicaid Services. Key activities included in-depth interviews, focus groups, website testing, intercept interviews, and survey questionnaire development.

**Communications Strategy, Planning, and Project Management** DFC works with the Agency for Healthcare Research and Quality (AHRQ) to develop topic-specific marketing and outreach plans targeted at consumer and provider audiences and contributes to message strategy. Additional activities include stakeholder assessments, development and maintenance of a partnership database, and project management.

**Communications Strategy, Outreach Planning, and Stakeholder Research** DFC worked with the National Veterans Outreach Office at VA to develop a strategic communications blueprint, national outreach toolkit, and set of requirements for a comprehensive national outreach database to facilitate national coordination of VA outreach activities.



*“The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong question.” — Peter F. Drucker*



**Kate Fennell, MBA, PMP** | Director, Strategic Communications & Research  
Ms. Fennell is the Director of the Strategic Communications & Research practice at Duty First Consulting. She is an experienced marketing professional with expertise in applying private-sector models to social marketing, with particular focus in health communications and research. She has extensive experience in various methods of qualitative research including focus groups, website testing, key informant interviews, survey development, and cognitive interviews with consumers and health care professionals. Her health communications experience includes materials testing, message and materials development, and crafting strategic communications plans.

Follow Me on Twitter @GovMarketing | [kate.fennell@dutyfirstconsulting.com](mailto:kate.fennell@dutyfirstconsulting.com)