AUSTIN MEDIA GROUP



CAPABILITY STATEMENT

DIGITAL MARKETING | WEB DEVELOPMENT
BUSINESS AUTOMATION

Marketing and technology solutions for government agencies, prime contractors, and professional services.

COMPANY OVERVIEW

Austin Media Group LLC (AMG) provides integrated marketing, website development, and automation services that help established and growth-stage organizations improve visibility, capture opportunities, and streamline client communications. AMG combines practical strategy with measurable implementation and ongoing support.

CORE CAPABILITIES

- Website design, development and maintenance
- Search engine optimization (SEO) and local visibility
- Paid search and social media advertising
- CRM setup, lead management and workflow automation
- AI-assisted customer communications and follow-up
- Digital strategy, analytics and campaign reporting

DIFFERENTIATORS

- Marketing and automation services under one provider
- Experience supporting professional-service businesses
- Emphasis on lead response, conversion and efficiency
- Flexible project delivery and ongoing managed support
- Board Member, National Entrepreneurs Association

RELEVANT EXPERIENCE

- **Complete Dominance Athletics** — automated outreach and follow-up system for a Detroit-based cognitive and physical performance-development company
- **Michigan law firm** — digital advertising and lead generation
- **Complete Image Manufacturing** — marketing project experience
- **Preeminence** — AI content and campaign production system for an e-commerce fragrance brand

CONTRACTING SNAPSHOT

- **Wayne County MBE: Certified**
- **Detroit MBE: Certified**
- Entrepreneur Certified (as provided)
- NAICS: 541511, 541810, 541430
- 541519, 512110
- UEI / CAGE: [Pending verification]

1,045
PROSPECTS ACTIVELY ENROLLED ACROSS TWO OUTREACH CAMPAIGNS

1,200+
CONTACTS ORGANIZED INTO ONE AUTOMATED FOLLOW-UP SYSTEM

419
LEAD SUBMISSIONS AT A $5.31 AVERAGE COST PER LEAD

CONTACT / BUSINESS DEVELOPMENT

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