

# CAPABILITIES STATEMENT

Write Way Digital delivers full-stack marketing leadership scaled to your business. We take the time to listen, refine every detail, and transform your vision into strategies that deliver measurable growth. Through seamless strategy, development, and execution, we bring precision, accountability, and partnership to every project — ensuring impact, clarity, and sustainable results without unnecessary complexity. What sets us apart is our ability to blend high-level strategy with hands-on care, building trusted partnerships where every detail matters.



## Competency & Capabilities

### Custom Computer Programming Services, Marketing, Communications, Advertising and Media Buying

#### CUSTOM COMPUTER PROGRAMMING SERVICES

- Custom Web Development & Optimization
- Website Administration & Maintenance
- CRM Development & Integration
- Marketing Automation Solutions
- API Development & System Integration

#### MARKETING & COMMUNICATIONS

- Strategic Campaign Development & Execution
- Digital Media Strategy & Implementation
- Public Relations & Communications Management
- Performance Metrics & Impact Analysis
- Target Audience Optimization

#### ADVERTISING & MEDIA SERVICES

- Advertising Campaign Management
- Strategic Media Buying & Placement
- Multi-Channel Content Development
- Brand Development & Standards
- Performance Measurement & Reporting

## Personal Past Performance

#### Real Estate Portfolio \$450K | 2017–2025

- **Scope:** Long-term marketing operations and strategic leadership.
- **Projects & Management:** Legacy website modernization; proprietary client-facing portal; design, build, and implementation of integrated mobile application.
- **Execution:** Comprehensive digital marketing operations leveraging SEO, social media, HubSpot, ActiveCampaign, and Google tools.
- **Results:** Growth in market visibility, higher conversion rates, and increased qualified leads.
- **Technologies:** Custom CMS development (WordPress with API integrations), marketing automation platforms (HubSpot, ActiveCampaign), analytics and optimization suites (Google Analytics, Tag Manager, Search Console, Ads), SEO optimization tools, and multichannel digital delivery systems across major social platforms (LinkedIn, Facebook, Instagram).

#### Healthcare & Dental Portfolio \$300K | 2019–2024

- **Scope:** Long-term management and execution of a portfolio of healthcare and dental websites.
- **Work Performed:** Custom CMS development (WordPress with API integrations), modernization of legacy systems, and delivery of compliant, user-focused digital platforms.
- **Execution:** Deployment of marketing automation platforms (HubSpot, ActiveCampaign), analytics suites (Google Analytics, Tag Manager, Search Console, Ads), SEO optimization tools, and multichannel digital delivery across LinkedIn, Facebook, and Instagram.
- **Results:** Enhanced system performance, greater online visibility, and measurable growth in qualified patient engagement.

## Differentiators

**Not another agency — a partner who listens, refines, and delivers.** At Write Way Digital, we understand the unique demands of government contracting and provide website development, digital assets, and marketing support tailored to federal requirements and contracting culture. As a trusted partner to prime contractors and small businesses including 8(a), SDVOSB, WOSB, and others, we strengthen capabilities with precision — whether by building branded assets that elevate your business or providing direct support on active contracts. We don't just 'do marketing' — we translate your expertise into compliant, compelling solutions that build trust, enable collaboration, and advance mission success.

## NAICS Codes

**541511** Custom Computer Programming Services  
**541613** Marketing Consulting Services  
**541810** Advertising Agencies

## Contract Vehicles

**Federal Agencies can buy from Write Way Digital through:**

- Simplified Acquisition Procedures (SAP)
- Government Purchase Cards

## Company Data

**D-U-N-S number:** 112916388

**UEI:** HD5SGRVQWU5

**Case Code:** 9SUB3

**Size:** Small

**Location:** Ashburn, VA

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