

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST



SCHEDULE TITLE:
Multiple Award Schedule (MAS)

CONTRACT NUMBER:
47QRAA22D005J

CONTRACT PERIOD:
Feb 15, 2022 to Feb 14, 2027

BUSINESS SIZE: Small business

CONTRACTOR:
Web Talent Marketing
322 N. Arch Street, Ste. 120
Lancaster. PA 17603

Phone: 717-283-4045
Email: kaye@webtalentmarketing.com

CONTRACTOR'S ADMINISTRATION
SOURCE: Same as above

Starting out as “WTM Digital” in 2008, WTM Digital has been delivering success for our clients for over a decade. It’s no secret that digital marketing is a crowded field. So what sets WTM apart? How have we distinguished ourselves in this industry? Here are some of the keys to our success.

Services

SEO: Link Building, Amazon SEO, Google Tag Manager, Local SEO, Technical SEO, YouTube SEO.

PPC: Amazon, Paid Search Marketing, Shopping Campaigns, Social Media Advertising, Remarketing.

CONTENT MARKETING: Content Strategy, Copywriting.

WEB DEVELOPMENT: Website Development, Landing Pages, Website Design/UX, CRO.

RESOURCES: Blog, White Papers, Case Studies, Webinars

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA *Advantage!*, a menu-driven database system. The INTERNET address for GSA *Advantage!* is <http://www.gsaadvantage.gov>

For more information on ordering from Federal Supply go to this website: www.gsa.gov/schedules

CUSTOMER INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
541430	Graphic Design Services
541511	Web-Based Marketing
541613	Marketing Consulting Services
541820	Public Relations Services
541910	Marketing Research and Analysis

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

541430, 541613, 541511, 541910, 541820: \$141.06

1c. HOURLY RATES (Services only):

See the attached GSA Pricelist

2. MAXIMUM ORDER*:

All SIN's: \$1,000,000

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: CONUS

5. POINT(S) OF PRODUCTION: USA

6. DISCOUNT FROM LIST PRICES:
GSA Prices are shown on GSA Advantage! System

7. QUANTITY DISCOUNT(S): None.

8. PROMPT PAYMENT TERMS: None.

9.a Government Purchase Cards is accepted up to \$3000

9.b Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: 30 days

11b. EXPEDITED DELIVERY: Expedited delivery is available. Contact the Contractor for rates.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Point of Production

13a. ORDERING ADDRESS: Same as contractor

13b. ORDERING PROCEDURES: Ordering activities shall use the ordering procedures described in Federal Acquisition Regulation 8.405-3 when placing an order or establishing a BPA for supplies or services. The ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule Homepage (fss.gsa.gov/schedules).

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty or generally N/A for services

16. EXPORT PACKING CHARGES: Contact Sales Office

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: Contact contractor for limit.

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS: N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for Electronic and Information Technology (EIT): N/A

25. DUNS NUMBER: 027065109

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Active Registration in the SAM database.

PRICING INFORMATION

SINS	Labor Category	Price Offered to GSA (including IFF)
541430, 541613, 541511, 541910, 541820	Paid Advertising Lead	\$141.13
541430, 541613, 541511, 541910, 541820	Sr. Digital Strategist	\$166.25
541430, 541613, 541511, 541910, 541820	Account Manager	\$141.06
541430, 541613, 541511, 541910, 541820	Lead Search Strategist	\$166.25
541430, 541613, 541511, 541910, 541820	Online PR & SEO Strategist	\$152.92
541430, 541613, 541511, 541910, 541820	Developer	\$151.14
541430, 541613, 541511, 541910, 541820	Web Designer	\$151.14
541430, 541613, 541511, 541910, 541820	UX & Interactive Lead	\$151.14
541430, 541613, 541511, 541910, 541820	Sr. Technical Analyst	\$161.19

Labor Category	Labor Category Description	Minimum Education	Minimum Years of Experience
Paid Advertising Lead	Learn the clients business to effectively market their products and services through concise ad text. Perform keyword research based on clients' goals and business model to provide suggestions. Write ad copy to obtain both a high click through rate and high conversion rate Determine campaign structure to efficiently use clients budget and generate ROI and lead-focused results	Bachelors	4
Sr. Digital Strategist	Oversees client and lead digital strategy prior to execution by the production team. They analyze current efforts, examine the competitors, look for opportunities for the client to be increasingly successful with their online channel. Upon launch they continue to assess the results, communicate optimization available to the client or pivots based upon client's changing goals.	Bachelors	6
Account Manager	Client service liaison between the client and the production team. Lead communication resource for the client. First point of escalation for client concerns or requests.	Bachelors	2
Lead Search Strategist	Develops and plans SEO content and keywords that align with user intent and clients' goals. Identifies opportunities, best practices, tools and trends in the SEO space. Drives SEO efforts in content creation and social media campaigns.	Bachelors	4
Online PR & SEO Strategist	Oversees and manages the execution and monitoring of SEO campaigns for their clients. Uses analytics software to identify the effectiveness of campaign efforts, competitive opportunities and strategic goals. Optimizes web content according to SEO best practices.	Bachelors	2

Labor Category	Labor Category Description	Minimum Education	Minimum Years of Experience
Developer	Provide clean and optimized code for website builds. Develop and maintain website projects based on completed design prototypes. Developing WordPress and Shopify sites, contributing to the creative design process, managing website updates, implementing front end onsite SEO recommendations and conducting website quality control audits such as checklists	Bachelors	2
Web Designer	Responsible for create layouts and assets for websites, print and online marketing campaigns, video assets. They are able to assess a site's usability and propose improvements through design and functionality, by presenting wireframes and new ideas. They are able to develop with HTML and CSS and assist in formatting site content and ensuring a high level of quality across all projects.	Bachelors	2
UX & Interactive Lead	Prepare and execute project plans and creative briefs. Responsible for managing the production of all web projects in both the design and development stages. Evaluate website navigation, content and functionality to make recommendations for improved conversion.	Masters	4
Sr. Technical Analyst	Responsible for design, integration, development and validation of analytical data to improve our client's digital marketing efforts. They will work with SEO/PPC on developing and maintaining technical site elements for our existing clients on a quarterly or bi-annual basis. Understand multiple data sources and develop methodology for joining data that will add value to meet the client's goals.	Bachelors	6