



Strategic Communications and Digital Marketing



Avid Core is redefining how people get involved to make a difference. Our goal is to use communication and technology to deliver better services to our citizens.

Our Services



Digital
Marketing

- Audience Insight
- Market Research
- Brand Research
- Virtual Events
- Human-Centered Design
- Mobile Apps
- Text Messaging (SMS) Campaigns
- Social Media Management



Strategic
Communications

- Media Relations
- Online Strategy
- Audience Identification
- Key Message Development
- Consumer Outreach
- Website Content Management
- Presentation Development



Customer
Success

- User Guide Development
- User Journey Maps
- Online Community Engagement
- Correspondence Management
- Public Involvement Training
- Multicultural Outreach
- Translation Services
- 508 Compliance



Product
Management

- Scope, Schedule, and Budget Management
- Playbook Development
- Requirements Gathering
- Performance Measurement
- Data Analysis and Reporting
- Product Launch Planning

We understand the importance of staying connected.

Avid Core finds innovative solutions to bring communities together to make an impact.

Our Experience



Department of Veterans Affairs



Department of Homeland Security



Department of Education



Department of the Interior



Federal Highway Administration



Department of Energy

NAICS Codes

- 541613 Marketing Consulting Services
- 541620 Environmental Consulting Services
- 541611 Administrative Management and General Management Consulting Services
- 541820 Public Relations Agencies
- 541618 Other Management Consultant Services
- 54169 Other Scientific and Technical Consulting Services

Certifications

- Virginia Disadvantaged Business Enterprise (DBE)
- Virginia Small, Woman-Owned and Minority-Owned Business (SWaM)
- SBA Economically Disadvantaged Woman-Owned Small Business (EDWOSB)*

*application pending