



CONTRACT NUMBER: 47QRAA22D00AB

General Services Administration (GSA)

Federal Supply Service Authorized Federal Supply Schedule Catalog & Price List

Contractor:

Vinkler Internet Enterprise LLC (dba VIEWS Digital Marketing)

50 Casselberry Drive, Audubon, PA 19403-2150

610-650-0227 | www.VIEWSdigitalmarketing.com

Contractor's Administration Source:

Nancy Vinkler

610-650-0227 x501 | nancy@viewsdigitalmarketing.com

Contract Period: May 25, 2022 through May 24, 2027

Business Size: Small Women Owned Business

Schedule Title: MAS – Multiple Award Schedule

Large Category: Professional Services

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

For more information on ordering from Federal Supply Schedules go to [GSA Schedules](#) page.



Table of Contents

About VIEWS Digital Marketing	3
Contract Information	5
Labor Categories and Hourly Rate.....	7
Description of Labor Categories.....	8



Who is VIEWS Digital Marketing?

Vinkler Internet Enterprise LLC (dba VIEWS Digital Marketing) is a full-service digital marketing agency which has been providing web-based marketing services to clients since 2003. Our reputation for success stems from delivering superior services throughout the United States and overseas.

We work with businesses and organizations to develop digital marketing strategies and then implement customized tactics to generate and nurture leads. These tactics include:

- Marketing Automation
- Search Engine Optimization (SEO)
- Social Media
- Paid Advertising
- Content Creation
- Conversion Optimization
- Video Optimization
- Website Development
- Email Marketing
- Mobile Marketing

We continuously refine strategies to support our clients' business goals through strong communication and a process oriented toward results. We provide consistent reporting, hold periodic meetings, and use appropriate technology. VIEWS team members are committed to exceptional customer service, timely output, and efficient efforts. Over the years, we have built a solid project management team of diverse talents and resources to produce a quality digital marketing program with positive results. We consistently expand our capabilities to meet requisite changes in our trade.

Our agency's mission is:

- > **Do Right - Client First** - always do what is right and in the best interest of clients.
- > **Client Focus** - act as an extension of the client's business.
- > **Passion for Excellence** - continually improve skills, remain inquisitive, creative, adaptable, and demand quality from ourselves and others.
- > **Problem Solvers** - proactive and assertive in finding solutions.
- > **Profit Makers** - build business success into team roles, processes, and measurements.

Services Provided

BRANDING & DIGITAL MARKETING SERVICES

 <p>DISPLAY, REMARKETING & PROGRAMMATIC</p>	 <p>PAY PER CLICK</p>	 <p>INBOUND MARKETING</p>	 <p>CONTENT MARKETING</p>	 <p>VIDEO MARKETING</p>	 <p>WEB ANALYTICS</p>
 <p>WEB DESIGN & DEVELOPMENT</p>	 <p>SOCIAL MEDIA MARKETING</p>	 <p>SEARCH ENGINE OPTIMIZATION</p>	 <p>LANDING PAGE OPTIMIZATION</p>	 <p>EMAIL MARKETING MARKETING AUTO</p>	 <p>MOBILE MARKETING</p>



Contract Information

1a. Table of awarded special item numbers (SINs):

SIN	DESCRIPTION
541511	Web Based Marketing
OLM	

1b. Lowest priced model number and price for each SIN: **N/A**

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education: **See Labor Categories and Hourly Rate**

2. Maximum order: **\$1,000,000**

3. Minimum order: **\$100**

4. Geographic coverage: **48 States and the District of Columbia**

5. Points of production: **USA**

6. Discount from price lists: **Government Net Prices (discount already deducted.)**

7. Quantity discount(s):

- **\$100,000 - \$199,999 at 1%**
- **\$200,000 - \$299,999 at 2%**
- **\$300,000 or above at 3%**

8. Prompt payment terms: **Net 30 days**. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items: **None**

10a. Time of delivery: **As mutually agreed**

10b. Expedited delivery: **Contact the Contractor**

10c. Overnight delivery: **Contact the Contractor**

10d. Urgent requirements: **Contact the Contractor**

11. FOB point: **Destination**

12a. Ordering address: **Same as Contractor's address – 50 Casselberry Drive, Audubon, PA 19403**

12b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in FAR 8.405-3**



13. **Payment address: Same as Contractor's address – 50 Casselberry Drive, Audubon, PA 19403**
14. **Warranty provision: None**
15. **Export packing charges: N/A**
16. **Terms and conditions of rental, maintenance, and repair: N/A**
17. **Terms and conditions of installation: N/A**
- 18a. **Terms and conditions of repair parts indicating date of parts price lists and price and any discounts from list prices: N/A**
- 18b. **Terms and conditions for any other services: N/A**
19. **List of service and distribution points: N/A**
20. **List of participating dealers: N/A**
21. **Preventive maintenance: N/A**
- 22a. **Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A**
- 22b. **Section 508 compliance for electronic and information technology (EIT) as applicable: N/A**
23. **Unique Entity Identifier (UEI) Number: PBFLE7MA2CP2**
24. **Notification regarding registration in system for award management (SAM) database: Contractor has an active registration in the SAM database.**



Labor Categories and Hourly Rate

SIN 541511 Pricelist for Services

Labor Category	SIN	Year 1	Year 2	Year 3	Year 4	Year 5
Content Manager	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Digital Analyst	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Digital Marketing Strategy Development Manager	541511	\$197.48	\$204.39	\$211.55	\$218.95	\$226.62
Interactive Marketing Manager	541511	\$148.11	\$153.30	\$158.67	\$164.22	\$169.97
Interactive Marketing Strategist	541511	\$222.17	\$229.94	\$237.99	\$246.33	\$254.95
Multi-media Producer	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Project Manager	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Search Engine Development Manager	541511	\$172.80	\$178.84	\$185.10	\$191.58	\$198.28
Social Media Marketing Manager	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Web-based Advertising Manager	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Web-based Advertising Strategist	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Website Development and Design Manager	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64
Writer	541511	\$123.43	\$127.75	\$132.22	\$136.85	\$141.64



Labor Categories Descriptions

Labor Categories	Descriptions	Minimum Education	Minimum Years of Experience	Any Applicable Training
Content Manager	Plans, reviews, and revises content for publication. Proofreads text for SEO, errors in spelling, punctuation, and grammar, and checks for readability, style, and agreement with editorial policy. Suggests revisions to improve clarity or accuracy. Develops story and content ideas according to the client's style and editorial policy. Performs readability and QC checks and approves final versions. Carries out research, confirm sources, and verify facts, dates, and statistics cited in material for publication. Provides suggestions for arrangement of page layouts of articles, photographs, and advertising.	Bachelor's	3	None
Digital Analyst	Provides the overall analysis of the digital strategy, using multiple analytic and tracking tools as appropriate. Ability to draw conclusions and recommend strategy changes in response to results. Knowledgeable of digital and online trends. Knowledgeable of Google Analytics, Data Studio, Search Console, Tag Manager, Google Business, Schema, and other analytic tools.	Bachelor's	3	Google Analytics, Data Studio, Search Console, Tag Manager, and Google Business trained
Digital Marketing Strategy Development Manager	Possesses thorough knowledge of the client's business, industry, marketplace, and audience. Forms cross functional teams that translate strategy into tasks to deliver a return on investment for the client. Able to engage the client at the most senior level, and to influence and drive to consensus. Able to manage a portfolio of clients or clients with multiple projects.	Bachelor's	7	None
Interactive Marketing Manager	Implements digital strategies, tools, and content on behalf of the client's objectives and goals. Oversees products for a variety of digital formats and channels. Knowledgeable of digital and online trends.	Bachelor's	3	Marketing automation trained
Interactive Marketing Strategist	Crafts the digital strategy, tools, and content on behalf of the client's objectives and goals. Oversees products for a variety of digital formats and channels. Knowledgeable of digital and online trends.	Bachelor's	7	Marketing automation certified
Multi-media Producer	Provides pre-production, production, and postproduction services. Provides original concepts & writing services. Coordinates necessary talent to produce multi-media products such as video, audio, animation, narration, editing, music, & sound effects. Produces other types of multi-media such as ebooks, flip books, online brochures, infographics, webinars, & training materials. Is up to date with industry standard, tools & platforms including internet streaming, podcasting, & drone production. Is responsible for duplicating & distributing. Ensures production elements and tasks follow creative direction, brand guidelines & standards.	Associates	2	None
Project Manager	Manages the web-based marketing project to ensure that implementation and prescribed activities are carried out in accordance with specified objectives. Plans and develops methods and procedures for implementing program/project; directs and coordinates project activities; and exercises control over personnel responsible for specific functions or phases of project. Confers with staff to explain project and individual responsibilities for functions and phases of project. Directs and coordinates implementation of project objectives. Reviews reports and records of activities to ensure progress is being accomplished toward specified project objective and modifies or changes methodology, as required, to redirect activities and attain objectives. Prepares project reports. Serves as client POC on project progress from start to completion. Controls expenditures in accordance with budget allocations.	Bachelor's	3	None
Search Engine Development Manager	Defines the strategy, tools, and tactics that enable clients to meet goals and objectives online. Oversees implementation of plans to increase conversion, improve SEO, increase traffic, and achieve digital ROI. Monitors, reports, assesses, and optimizes the performance of tools. Proven experience, knowledge, and performance in driving client growth through digital properties.	Bachelor's	5	None



Labor Categories	Descriptions	Minimum Education	Minimum Years of Experience	Any Applicable Training
Social Media Marketing Manager	Creates the social media strategy for engagement on social platforms to achieve client goals. Plans monthly content, events, and advertising for clients on continual basis. Must manage and maintain targeted messaging across all social media platforms. Check-ins with clients to communicate actions that are supporting the monthly goals and benchmarks. Produce monthly reports.	Associates	3	None
Web-based Advertising Manager	Creates, monitors and manages online advertising. Must be experienced in creating ads for Google search, social platforms, display and interactive platform. Defines target audiences, geography, messaging, and creatives. Manages the ad placement, target audiences and monitors the reach, impressions, lead generation, and conversions.	Bachelor's	3	Google Ads and Google Display certified
Web-based Advertising Strategist	Creates online advertising strategies. Monitors and manages online advertising. Must be experienced in creating ads for Google search, social platforms, display and interactive platform. Defines target audiences, geography, messaging, and creatives. Manages the ad placement, target audiences and monitors the reach, impressions, lead generation, and conversions.	Bachelor's	5	Google Ads and Google Display certified
Website Development and Design Manager	Directs and manages the design, development, and management of client web sites. Produces graphic and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space. Well versed in website content management systems and technical interface. Knowledgeable of SEO, conversion, landing page design concepts, and commonly used concepts, practices, and procedures.	Associates	3	Website content management system trained
Writer	Develops written content (copy) for various types of media, including reports, websites, newsletters, blogs, scripts, advertisements, e-books, and magazines. Works with clients to determine goals for messaging, target audience demographics and preferences, and appropriate communications methods. Conducts research to gather relevant information. Clearly and concisely conveys the selected messaging to readers based on client specifications. Works with the client and editors to revise and rewrite the material and ensure the content is optimized. Selects the proper tone, voice, and formatting. Provides clean prose, strong research, and use of appropriate sources and citations.	Bachelor's	3	None