



RESOURCE RIVER, INC.

GOVERNMENT CAPABILITY STATEMENT

Marketing Strategy | Digital Outreach | CRM Automation |
Communications | Program Support

CORE CAPABILITIES

- **Marketing & Communications Strategy:** Campaign planning, audience development, messaging, public outreach, and stakeholder engagement.
- **Digital Outreach & Engagement:** Email/SMS campaigns, segmented follow-up, participant communications, engagement tracking, and outreach process design.
- **CRM & Workflow Automation:** GoHighLevel configuration, pipeline design, trigger-based automations, routing logic, appointment workflows, and database organization.
- **Advertising & Creative Support:** Campaign support, digital advertising coordination, promotional messaging, collateral development, and creative coordination.
- **Management & Program Support:** Research, project coordination, data organization, process development, administrative support, and operational consulting.
- **Training & Professional Development:** Instruction related to marketing systems, CRM workflows, customer engagement, outreach processes, and business operations.

RELEVANT EXPERIENCE

Current operational experience includes designing segmented GoHighLevel outreach systems for home-services markets, including multi-workflow routing, automated follow-up, contact validation, campaign controls, sender management, and database segmentation across large prospect lists.

- **CRM & Outreach Workflow Development:** Designs and manages structured GoHighLevel outreach systems for home-services businesses, including roofing, plumbing, HVAC, and related trades. Architecture includes multi-step email campaigns, segmented routing, trigger-based automation, sender management, lead-status controls, and call-follow-up paths.
- **Prospect Research, Validation & Campaign Operations:** Developed repeatable processes for researching and qualifying prospect lists, validating public business information, identifying usable contact channels, deduplicating records, preserving personalized outreach copy, and routing prospects into the appropriate campaign or call path.
- **Marketing Automation & Engagement Systems:** Builds automated workflows supporting lead response, inquiry acknowledgment, appointment routing, database reactivation, review requests, estimate follow-up, internal notifications, and ongoing prospect communications.
- **Scaled Research & Segmentation:** Developed a structured research and outreach process supporting a prospect database of approximately 1,000 home-services businesses, with controlled segmentation, contact validation, personalized messaging, workflow routing, and campaign-quality safeguards.

CONTRACTING FOCUS

- Public awareness and community outreach campaigns
- Stakeholder and participant communications
- Event, training, and program promotion support
- Program communications, research, and campaign operations support

DIFFERENTIATORS

- Owner-led project management with direct, responsive execution.
- Combines marketing strategy with hands-on implementation and operational controls.
- Experience designing structured CRM, outreach, routing, and automated follow-up systems.
- Flexible delivery model for focused projects, ongoing support, and teaming arrangements.
- Ability to coordinate specialized subcontractors when additional capabilities are required.
- Small-business agility with disciplined research, data organization, and quality-control processes.

REPRESENTATIVE SOLUTIONS

- CRM implementation and workflow automation
- Public outreach and stakeholder engagement campaigns
- Email/SMS engagement and follow-up systems
- Marketing research, database development, and contact validation
- Campaign operations, communications support, and training



3-MINUTE INTRODUCTION & SAMPLE WORK

Brief video introduction plus sample websites and digital work.

intro.resourcerver.com

COMPANY DATA

Legal Name: Resource River, Inc.

Business Type: Small Business

SAM.gov: Active - SAM Renewal date 9/25/27

HUBZone: Certified - HUBZone renewal date 3/20/27

UEI: ERS1MZMPG4U7

CAGE: 9SF84

Primary NAICS: 541613 - Marketing Consulting Services

ADDITIONAL NAICS

541611 - General Management Consulting
541618 - Other Management Consulting
541810 - Advertising Agencies
541820 - Public Relations Agencies
541430 - Graphic Design Services
541519 - Other Computer Related Services
541860 - Direct Mail Advertising
541890 - Other Advertising Services
541990 - Other Professional/Technical Services
561499 - Other Business Support Services
611430 - Professional & Management Development Training

SELECTED PSCs

R701 - Advertising
R708 - Public Relations
R408 - Program Management/Support
R499 - Other Professional Support
U008 - Training/Instruction

TARGET GOVERNMENT SUPPORT AREAS

Public information & awareness • Stakeholder/participant outreach • CRM & communications workflows • Program enrollment/follow-up • Training/event promotion • Research & campaign support

Available for: Prime Contracts • Subcontracts • Teaming • Sources Sought / RFI Responses

GOVERNMENT CONTRACTING CONTACT

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PRIME CONTRACTING | SUBCONTRACTING | TEAMING

www.resourcerver.com

Marketing • Outreach • Communications • CRM Automation • Program Support