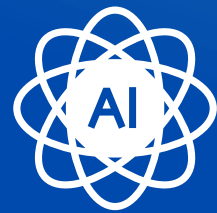




# Enhancing Federal Agency Communications

Virtual Capabilities Brief by  
Uply Media, Inc.

Micro-Purchase Solutions  
for Federal Agencies



Fast, Efficient, and Impactful Solutions



**PRESENTED BY:**

Uply Media, Inc.

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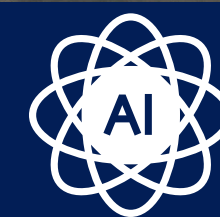
Contact Number: (470) 231-7367



# Enhancing Federal Agency Communications

## Why Choose Uply Media, Inc.?

Uply Media, Inc. specializes in providing top-tier digital marketing and public relations services tailored to meet the specific needs of federal government agencies. Our comprehensive solutions ensure your messages reach the right audience effectively and efficiently.







## About Us:

- Based in Alpharetta, Georgia, top tech location.
- Led by U.S. Navy War Veteran Kyle Ransom.
- Specializes in AI, digital marketing, public relations, and IT solutions.



### Efficiency

Reduces time and administrative burden.



### Flexibility

Tailored solutions for specific communication needs.



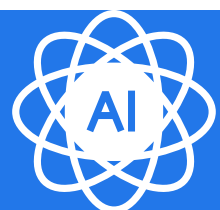
### Cost-Effective

Budget-friendly options to maximize operational efficiency.



### FAR Approved Micro-Purchases

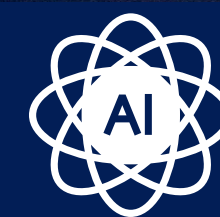
Federal agencies purchase goods and services up to a specific threshold without contract bidding or listing on SAM.gov.





# What Are Micro-Purchases?

Federal agencies can procure goods and services directly up to the **micro-purchase threshold of \$10,000**. In specific situations such as emergency responses or contingency operations, this threshold can be **increased to \$20,000 within the U.S. and \$35,000 outside the U.S.** ([Acquisition.gov](https://www.acquisition.gov)) (USDA Food and Nutrition Service). These micro-purchases can be made using **Government Purchase Cards (GPCs)**, simplifying the payment and procurement process ([Acquisition.gov](https://www.acquisition.gov)) (USDA Food and Nutrition Service). Source: FAR 13.201(a).





# How FAR Encourages Micro-Purchases

## Streamlined

- Streamlined acquisition process.

## Faster

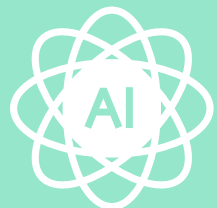
- Faster, more efficient purchasing.

## Support

- Supports small businesses and socio-economic certifications.

## FAR Guidelines

- FAR 13.201(a): No competitive quotations needed if prices are reasonable.
- FAR 13.301: Emphasizes using Government Purchase Cards.







# Press Release Distribution

Price: \$3,000 – \$5,000 per release

Crisis Communication Management:

- Strategies to manage and mitigate crises.

Media Monitoring and Analysis:

- Tracking media coverage and analyzing communication efforts.





# Digital Marketing Services

## Social Media Management:

- Price: \$4,500 – \$7,500 per month

## Digital Advertising Campaigns:

- Price: \$4,000 – \$6,000 per campaign





# Content Creation and SEO

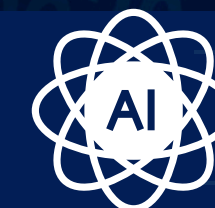
Pricing: \$5,000 – \$10,000 per project

- High-quality content to enhance online presence and improve SEO.



## NAICS and PSC Codes

- 541613 - Marketing Consulting Services
- 541000 - Professional, Scientific, and Technical Services
- 541820 – Public Relations Agencies
- 541611 – Administrative Management and General Management Consulting Services
- 611430 – Professional and Management Development Training



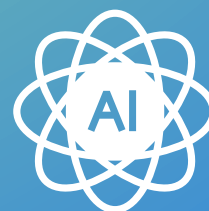


# Expertise

## UPLY MEDIA, INC. PAST PERFORMANCE

From 2014 to 2018, Uply Media, Inc. developed 159 mobile apps—107 for Apple’s iOS and 52 for Google’s Android—achieving over 1 million downloads globally. We ranked in the top 5% for most apps and top 10% for most downloads in the Google Play Store. Additionally, we delivered press release campaigns, digital marketing strategies, and targeted advertising solutions. In 2019, we pivoted to focus on Web 3 technology, emphasizing Blockchain website development.

Our services include Custom Computer Programming (NAICS 541511), Computer Systems Design (NAICS 541512), Public Relations (NAICS 541820), Administrative Management Consulting (NAICS 541611), and Professional Development Training (NAICS 611430).



Fast, Efficient, and Impactful Solutions



## Why Us?

**Solve Your Federal Agency Communications Problems Starting Under \$10K!**

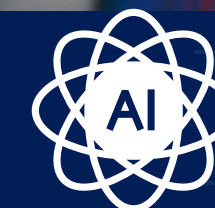
Enhance your agency's communication strategies and operational efficiency with Uply Media, Inc.'s expert services.

### Key Services:

- Press Release Campaigns
- Digital Marketing Strategies
- Targeted Advertising Solutions
- Content Creation and SEO

### References for Micro-Purchases:

- [Acquisition.gov](https://www.acquisition.gov)

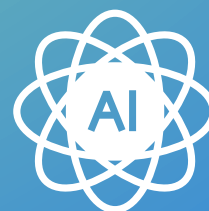




# The Difference?

## **UPLY MEDIA, INC.**

Led by U.S. Navy War Veteran and entrepreneur Kyle Ransom, CEO of Uply Media, Inc. At Uply Media, Inc. we are committed to providing your federal government agency with the highest quality communication solutions in the most efficient manner possible. We invite you to leverage our services to enhance your communications seamlessly and cost-effectively.



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# Contact Us

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Kyle Ransom, CEO  
Uply Media, Inc