

BLUF AGENCY LLC

Mission-Aligned Marketing for the Army National Guard

SBA-CERTIFIED EDWOSB | WOSB | VOSB | CAGE 99TM4 | UEI XCHLCZ79MB26

BOTTOM LINE UP FRONT

BLUF Agency LLC is a woman-owned, veteran-owned small business purpose-built for Army National Guard (ARNG) recruiting and retention marketing. As a small business prime, BLUF performs all ARNG-specialized work in-house, eliminating the layered markups and capability gaps of the prime-subcontractor model. Our leadership team built and led the Regional Marketing Support Team (RMST) at CACI International under the ARNG State Media Services Program, then founded BLUF to restore those capabilities directly for the states.

20+	8	50+	500+
STATES & TERRITORIES	ACTIVE CONTRACTS	GIS STUDIES	LOCATIONS

PAST PERFORMANCE

BLUF Agency has performed as prime contractor across competitive, direct-award, BPA, and GPC vehicles. Active contract portfolio (annual values as of 8/26/2026):

CLIENT	CONTRACT #	AWARD TYPE	ANNUAL VALUE	STATUS
FLARNG	W911YN25CA010	Competitive EDWOSB	\$183,000	Active
INARNG	W912L925PA040	Competitive	\$249,500	Active
DCARNG	W912R125PA025	Direct Award	\$150,000	Active
CAARNG	W912LA26PA011	Competitive EDWOSB	\$396,000	Active
GUARNG	W911YU25AA018	Direct Award (BPA)	\$83,000	Active
ALARNG	W912JA24P0036	Direct Award	\$80,000	Active
AZARNG	W912L224C0002	Competitive WOSB	\$245,000	Active
NMARNG	W912J324P0026	Direct Award	\$153,750	Active

CORE COMPETENCIES

- Recruiting Location Management (RLM)TM: listing and reputation management and local SEO
- Market research and GIS analytic studies (50+ delivered)
- Full-funnel analytics, attribution, and performance dashboards
- Lead management, tracking, distribution, and nurturing
- Media strategy, planning, and buying (paid social, Google Ads, programmatic, streaming, OOH)
- Creative strategy, branding, and content development
- Recruiter enablement tools (digital business cards, branded templates)
- Recruiter and full-RRB training (virtual and in-person)
- Social media management and content distribution

KEY LEADERSHIP

- Nicole Wellman, Founder & CEO.** Army veteran, 20+ years in recruiting marketing for Army and ARNG; 9 years on the CACI Regional Marketing Support Team (RMST) supporting 7 ARNG RRBs and providing training for all 54.
- Paul Kitzer, Director of Recruiting Marketing Strategy.** Retired ARNG combat veteran; 13 years of ARNG marketing and recruiting including MNCO positions in PA, FL, and at NGB; 6 years on the CACI RMST.
- Tiffany Rich, Director of Media Strategy.** 15+ years of integrated media across defense and healthcare; 12 years at CACI supporting ARNG, NSA, DoD, and VA.
- Beth Novak, Director of Operations & Project Management.** 25+ years in marketing and advertising; 9 years on the CACI RMST supporting eight ARNG RRBs.

FIRM DATA

Organization: BLUF Agency LLC Address: 505 N. Angier Ave NE, Third Floor, Suite 357, Atlanta, GA 30308 SBA Certifications: EDWOSB, WOSB, VOSB NAICS: 541810 (primary, Advertising Agencies), 541430, 541613, 541830, 541890, 541910	Business Size: Small Business (well below the \$25.5M size standard) Identifiers: CAGE 99TM4 UEI XCHLCZ79MB26 Contact: Nicole Wellman, Founder & CEO nicole@blufagency.com 304-939-3542 blufagency.com
--	--

RECRUITING LOCATION MANAGEMENT (RLM)™

Recruiting Location Management (RLM)™ is BLUF's proprietary local-search and reputation-management program built specifically for ARNG recruiting locations. Every recruiting office becomes a verified, optimized, and continuously managed point of presence in local search, present the moment a prospect looks for the Guard near them.

Delivered through BLUF's Listings in a Box™ platform, the program combines nationwide Google bulk verification, synchronized distribution across 70+ directories, review-management campaigns, on-listing optimization, the proprietary arngrecruiting.com directory, and integrated call tracking, all tied to leads-to-enlistment attribution through matched-phone-number analysis against the Applicant Processing List. The result is performance measured at the individual location level: verified enlistments, not estimated conversions.

RLM™ manages 500+ Google-verified recruiting locations supporting ARNG recruiting in 20+ states and territories. Beyond the active contract portfolio, BLUF supports ARNG recruiting through GPC and other vehicles in Georgia, Hawaii, Kansas, Kentucky, Louisiana, Mississippi, New Hampshire, North Carolina, North Dakota, Oregon, Virginia, Washington, West Virginia, and Wisconsin.

RLM CASE STUDY — 5 STATES, 18 MONTHS (FY25 AND FY26 Q1–Q2)

30,000+ UNIQUE LEADS GENERATED	1,800+ APPLICANTS	400+ ATTRIBUTED ENLISTMENTS
--	-----------------------------	---------------------------------------

Case study reflects five states using the RLM program for 18 months. Results driven predominantly by organic channels, with cost per enlistment approximately \$600 and cost per lead near \$8. Inbound call volume grew 1.5x year over year across managed locations.

MARKETING IN A BOX™

BLUF's delivery infrastructure operates as Marketing in a Box™, a suite of branded, pre-configured programs that deploy within days of award and distribute setup and platform costs across the multi-state ARNG portfolio.

- **Brand in a Box™.** Recruiter enablement with a branded template library, plus the QR in a Box™ digital business card system with dynamic QR codes and NFC tap cards. Active in 8 states and territories.
- **Social in a Box™.** Productized social media management, up to five posts per week, with content calendar, approval workflow, and monthly reporting.
- **Data in a Box™.** Real-time dashboards, monthly and quarterly reporting, and an annual ROI analysis tying marketing activity to enlistment outcomes.
- **Outreach in a Box™.** Automated email and SMS lead nurturing that surfaces the most engaged prospects for priority recruiter follow-up.
- **Leads in a Box™.** Lead referral program built on Smartsheet Gov that captures, routes, and tracks member and community referrals to the right recruiter, with status visibility from referral through disposition.

ANALYTIC STUDIES

BLUF's GIS methodology is calibrated to ARNG RSID/FAZR territory structures, Qualified Military Available population, authorized and assigned strength, and force structure, integrating source data from Vantage and Esri Business Analyst. Study types include Recruiting Market Analysis, Missioning, RSID (Team) Rebalancing, Storefront and Unit Location Analysis, Market Share, Retention, ASVAB/AFQT, and Diversity. 50+ studies delivered, with mission-actionable outputs for SFRO placement, territory rebalancing, missioning, and media weighting.

WHY BLUF

- **Institutional Knowledge.** Our founders built the predecessor ARNG Regional Marketing Support Team at CACI International, the only team that designed, operated, and refined the ARNG marketing support infrastructure.
- **RLM is Proprietary, not Generic.** BLUF originated RLM and is the only firm delivering it under that name across the ARNG enterprise, integrating Google bulk verification, distribution across 70+ directories, the proprietary arngrecruiting.com directory, integrated call tracking, and leads-to-enlistment attribution.
- **Google Bulk Verification Status.** Nationwide bulk-verified account status enables centralized management of hundreds of recruiting locations, a capability typically unavailable to firms without established listing portfolios.
- **Enlistment-Level Attribution.** Performance is tracked from impression through verified enlistment using matched-phone-number analysis against the Applicant Processing List, producing outcomes at the location level rather than estimated conversions.
- **Transparent, Mission-Aligned Pricing.** Media spend passes through at agency rates with BLUF compensation billed as labor. No hidden markups, no media network affiliations, and no revenue stake in spend outcomes.
- **Secure, Compliant Delivery.** Lead management operates within Smartsheet Gov (FedRAMP Moderate / DoD IL4 compliant).
- **Flexible Acquisition.** GPC, BPA, and competitive set-asides (EDWOSB, WOSB, VOSB).

