RIVERA GROUP

We exist to build great things

Summary

The U.S. Army Marketing and Research Group (AMRG) turned to Rivera Group to redesign and redevelop the GoArmy.com website's infrastructure and content and social media platforms and content used to engage the Army's target audience.

Rivera Group's team of software developers, systems administrators and content creators exceeded AMRG's expectations by consistently going the extra mile with innovative work to improve the Army's engagement strategy.

Rivera Group's efforts have led to consistent Exceptional ratings on performance evaluations, as well as recommendations to work with Rivera Group on future projects.

About Rivera Group

Rivera Group is a certified SDVOSB software development and IT consulting firm with deep roots in the U.S. military. Our work spans DoD and Civilian agencies, where we specialize in large enterprise IT solutions. Learn more about our services and products like **EAGLE6**, a predictive modeling tool that protects your IT infrastructure from unwanted behaviors, by visiting www.riverainc.com.

U.S. Army Marketing and Research Group
Rivera Group redesigns GoArmy.com for AMRG

The Challenge

AMRG required a more robust, content rich and easy to navigate GoArmy.com website, as well as social media platforms and multimedia marketing tools to allow the Army to achieve its objectives of being more relevant and engaging. This meant finding a contractor able to develop an innovative solution based on successful past performance at an acceptable price.

The Solution

Rivera Group was awarded the contract and charged with the following:
- ▶ GoArmy.com website development and maintenance
- ▶ Application development
- ▶ Graphic design
- ▶ Technical writing and editing
- ▶ Social media development
- ▶ Multimedia web development

Rivera Group's team of software developers and media specialists re-designed the GoArmy.com website. This effort spanned the full web development lifecycle, from requirements and development to implementation and maintenance. Once GoArmy.com was launched, we provided ongoing maintenance and updating of web pages and social media widgets required to engage the Army's target audience. Additionally, we provided web support with our software developers and systems administrators responding to technical support requests and monitoring message boards for recurring issues among users.

Rivera Group worked closely with AMRG's Creative Marketing Services team, performing tasks ranging from typical advertising and marketing creative work to graphic design and interactive multi-media design and implementation for GoArmy.com.
- ▶ Our technical writers research, produce and edit content for all AMRG web initiatives.
- ▶ Our videographers create multimedia projects for GoArmy.com including production and editing as well as the adaptation of video content for Section 508 compliance.
- ▶ Our Web Designers and Graphics Specialists design images and graphic content, create web page layouts and produce PR materials to meet the Army's branding standards.

Rivera Group's Web Marketing Manager and Web Content Administrator managed the Army's social media platforms and developed content that integrated with the GoArmy.com website and spread to each appropriate social channel. Due to the rapidly evolving nature of social media, this required our staff to stay up-to-the-moment on the latest trends and practices to ensure success.

Results

Today, GoArmy.com and its corresponding social media accounts on platforms like Facebook and Twitter are dynamically engaging sites where prospective recruits and active military alike can find engaging, relevant content, and Rivera Group's performance assessments on the AMRG contract have been consistently rated as Exceptional.

"Rivera Group was responsive to the government while maintaining a professional manner," said one assessor. "The AMRG staff that worked daily with the Rivera's programing technicians consistently reported of the reliable work contractors were performing."

Other comments included:

▶ **Quality**: "consistently meets the quality of service objectives and shows the required flexibility to be successful in the changing marketing and advertising digital environment."

▶ **Schedule**: "By meeting the milestones identified in the process, the contractor is successful in meeting production timelines as well as submitting their expenditure reports to the budget office in a timely manner."

▶ **Management**: "Rivera Group's management team consistently ensures GoArmy.com is properly maintained…leadership has a strong understanding of the requirements and Army standards… works effectively with the subordinating commands which demonstrates effective business relations… the leadership team has demonstrated the ability to be timely with their delivering of services and products."

NAICS Codes
▶ 518210-Data Processing, Hosting & Related Services
▶ 541511-Customer Computer Programming Services
▶ 541512-Computer Systems & Design Services
▶ 541513-Computer Facilities Management Services
▶ 541514-Custom Computer Programming Services
▶ 541519-Other Computer Related Services

Prime Contract Vehicles
▶ GSA 8(a) STARS II
▶ GSA Schedule 70
▶ US Army CECOM SEC NEXGEN

Socio-Economic Status
▶ Certified Small Business - SBA
▶ Service Disabled Veteran Owned Small Business (SDVOSB)