

Delivering CRM Optimization, Revenue Operations, and Marketing/Advertising Directly to SLED and Federal Agencies

Who We Are

SmartScaled is an active government contractor delivering CRM optimization, Revenue Operations (RevOps) and Marketing/ Advertising services directly to State, Local, and Education (SLED) and federal agencies. We embed inside agency workflows and contracts, modernizing CRM architecture, revenue systems, and reporting infrastructure, and delivering measurable outcomes without the overhead, ramp time, or delay typical of large incumbent firms.

As a Salesforce, Marketo, and HubSpot Solutions Partner, SmartScaled delivers end-to-end revenue infrastructure, CRM management, automation, reporting, campaign, and demand generation programs that improve operational efficiency, increase visibility, and drive measurable business outcomes for commercial and government organizations alike.

SmartScaled is certified as a Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB). We combine strategic consulting with hands-on implementation across CRM platforms, marketing automation, customer experience modernization, business process improvement, systems integration, reporting, analytics, and digital transformation initiatives.

In addition to our internal expertise, SmartScaled has established a collaborative delivery model that enables us to assemble highly qualified teams of specialized technology partners to meet complex federal, state, and local government requirements. Acting as either a prime contractor or subcontractor, we build high-performing delivery teams that combine industry-leading technical expertise with disciplined program management and contract compliance.

What Our CRM & Revenue Operations System Delivers

- SLED — Full-spectrum RevOps, CRM, marketing operations, and advertising support across all SLED procurement environments
- Federal — Embedded execution inside federal contracts: compliant, measurable, and accountable
- 4× Faster than Enterprise Firms — Lean, specialized delivery with significantly less overhead and ramp time
- Governance & SOPs — documented processes and standard operating procedures built for a clean, low-friction handoff

Our system spans Revenue Operations (RevOps), CRM implementation and optimization, marketing operations, and advertising and campaign execution — unified under documented governance and SOPs. That documentation is built so the work can transition smoothly to in-house agency administrators at contract close, or continue under ongoing maintenance by our specialist team, depending on what best fits the agency's long-term needs.

Core Competencies

SmartScaled provides integrated consulting, implementation, and operational support services that help organizations modernize technology environments, improve business performance, and build scalable growth infrastructure. Our expertise spans CRM architecture and optimization, Revenue Operations (RevOps), business process improvement, marketing automation, and enterprise technology modernization.

Our team delivers CRM implementation and optimization, revenue system design, lead and pipeline lifecycle management, attribution reporting, performance analytics, and data governance. Through deep expertise across

HubSpot, Salesforce, Marketo, and other enterprise platforms, we develop integrated technology ecosystems that automate business processes, improve reporting, and support informed decision-making.

Solution Areas

- CRM Implementation & Optimization — HubSpot and Salesforce setup and optimization tailored for government sales cycles and audit-ready reporting
- Revenue Operations (RevOps) — aligning sales, marketing, and customer success systems to improve pipeline visibility and forecasting accuracy
- Data Integration & Reporting — unified dashboards connecting all data sources for audit-ready, full-funnel visibility
- Sales & Marketing Alignment — shared playbooks and structured handoff processes for long government sales cycles
- Demand Generation & Digital Marketing — multi-channel campaigns built on compliant messaging and pipeline attribution
- Go-to-Market Strategy — market entry planning, positioning, and ABM strategies tailored to agency structures and procurement environments

Government Contract Delivery and Teaming

SmartScaled supports federal, state, local, and commercial organizations through flexible prime contractor and subcontractor delivery models designed to meet complex project and procurement requirements. Our approach emphasizes strategic teaming with carefully selected partners who complement our core capabilities in enterprise software engineering, systems integration, cloud infrastructure, cybersecurity, mobile application development, payment processing, and data architecture.

Whether serving as a prime contractor or subcontractor, SmartScaled provides program oversight, subcontractor coordination, contract administration, workshare management, stakeholder communication, quality assurance, risk management, and performance monitoring throughout the project lifecycle — maintaining a single point of accountability and consistent execution for our clients.

Differentiators

- Strategy Meets Execution — advisory integrated with implementation, with no handoff gaps between plan and delivery
- CRM & GTM Expertise — deep HubSpot and go-to-market experience built for complex, multi-stakeholder government sales cycles
- Measurable Outcomes — every engagement is tied to defined KPIs, showing impact rather than activity
- Agile & Cost-Effective — lean and specialized, moving faster than large agencies at a fraction of the overhead
- Proposal & Teaming Ready — structured to serve as subcontractor, teaming partner, or proposal support resource for SLED and federal pursuits
- Full Data Transparency — audit-friendly reporting on campaign performance, spend efficiency, and pipeline

Industry Classification (NAICS Codes)

SmartScaled is registered under the following NAICS codes, reflecting our core service areas eligible for federal and SLED procurement vehicles.

541613	Marketing Consulting Services (Primary)
518210	Computing Infrastructure Providers / Data Processing
541511	Custom Computer Programming Services

541810	Advertising Agencies
519290	Web Search Portals and Information Services
541519	Other Computer Related Services
541512	Computer Systems Design Services
541611	Administrative Management and General Management Consulting

Small Business Certifications

SmartScaled holds the following SBA certifications, which allow eligibility for set-aside contract opportunities at the SLED and federal level:

- WOSB — Women-Owned Small Business: SBA certification for set-aside and sole-source opportunities under the WOSB Federal Contracting Program
- EDWOSB — Economically Disadvantaged Women-Owned Small Business: enhanced designation expanding eligibility beyond WOSB thresholds for sole-source and competitive federal contracts

Additional Certifications: SmartScaled is evaluating DBE and other state-level designations as we expand into additional SLED and federal contracting vehicles.

Ready to Discuss an Opportunity?

Whether you're exploring teaming arrangements, need proposal support, or want to align our capabilities with an upcoming opportunity, we're ready to help.

CONTACT US →

smartscaled.com/contact

Contact Information

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