
Nexstair Technologies LLC

RSP · PRE-BID RESPONSE SUPPORT · US SLED PRACTICE

CASE STUDY · AHEC-27900-D

MSU Denver Colorado

Program-Specific Digital Advertising Six Schools & Colleges Campaign

SOW DECODE · COMPLIANCE MAPPING · RESPONSE PACKAGE

Nexstair Technologies provides Resource Support Partner (RSP) services to a US Prime Contractor pursuing MSU Denver's digital advertising RFQ — six program-specific campaigns across all schools and colleges, covering competitor research, creative development, paid media execution, and monthly performance reporting with a \$120K budget cap.

CLIENT CONTEXT

Client:	MSU Denver via AHEC Procurement Services, Denver, Colorado
Opportunity:	AHEC-27900-D · Program-Specific Digital Advertising
Our Role:	Resource Support Partner (RSP) · Pre-Bid Response Support
Engagement:	Masked technology support to US Prime Contractor
Contract:	Through June 30, 2027 + up to two 1-year renewals

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School/College
Campaigns

\$120K

Budget
Cap

GA4

Analytics &
Slate CRM

Aug 10

Submission
Deadline

01

Executive Summary

Auraria Higher Education Center (AHEC) Procurement is soliciting on behalf of MSU Denver for a vendor to build six program-specific digital advertising campaigns — one per school/college: CBUS, SOE, CACED, CHHS, SOH, and CLAS. The scope covers competitor research, messaging and creative development, paid digital media execution across Google Ads, Meta, LinkedIn, YouTube, and display, plus monthly performance reporting integrated with GA4, GTM, and Slate CRM. Budget cap is \$120,000.

Nexstair engaged as Resource Support Partner — providing SOW decode, compliance mapping, campaign architecture documentation, and response packaging.

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The Challenge

Key Requirements Addressed

- Six discrete program-specific campaigns, one per school/college, with distinct positioning
- Competitor research analyzing up to four institutions per campaign
- Creative assets within MSU Denver's existing brand standards and templates
- Paid placements across Google Ads, Meta, LinkedIn, YouTube, and display channels
- UTM and conversion tracking compatible with GA4, GTM, and Slate CRM
- Continuous optimization with monthly performance reports and actionable recommendations
- 100% remote engagement as extension of UCM team

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Our Solution

Workstream	Description
SOW Decode	Reviewed documented quote scope across strategy, creative, paid media, analytics, and reporting for six school-specific campaigns.
Compliance Mapping	Mapped requirements against NAICS 541810, NIGP 91807/91503, Colorado procurement rules, and W-9/insurance requirements.
Campaign Architecture	Documented six-campaign framework with per-school positioning, channel strategy, budget allocation, and KPI targets.
Analytics Integration	Drafted GA4/GTM/Slate CRM tracking architecture with UTM conventions and conversion funnel documentation.

Response Packaging

Assembled qualifications, campaign methodology, and pricing into documented quote format.

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Results & Outcomes

- **Six-Campaign Architecture** — Per-school campaign strategy documented with distinct positioning, audience segmentation, and channel allocation.
- **Analytics Integration** — GA4/GTM/Slate CRM tracking architecture with UTM conventions ready for implementation.
- **Higher Education Positioning** — Competitor research methodology and enrollment marketing framework documented across all six schools.
- **Budget Optimization** — \$120K allocation strategy across professional fees and paid media with transparent per-campaign breakdowns.
- **Reusable Framework** — Response model now a template for future higher education digital advertising opportunities.

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About Nexstair Technologies

Nexstair Technologies LLC is a Wyoming-registered IT services company delivering AI automation, web development, SEO, and digital infrastructure as a Resource Support Partner (RSP) to US prime contractors pursuing SLED opportunities. Operating from a delivery center in Islamabad, Pakistan with US coordination in Casper, Wyoming — NDA-first, masked engagement, no direct client contact.

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