

# CAPABILITIES AND EXPERTISE

## Marketing Strategy Consulting and Advising

Whether you need an A to Z marketing strategy or you have a one-off need or event that requires expertise, set yourself up for success with an informed, strategic plan, guided by 20+ years of experience. Reach out for expert support with:

- Marketing leadership ([View Strategy, CMO-as-a-Service, and Consulting packages](#))
- Creative direction and alignment
- Overall marketing strategy
- Marketing strategy workshops
- Visitor/customer engagement
- Sales or development support
- Marketing engine development
- Thought leadership
- Lead generation and pipeline strategy
- Public relations strategy
- Community engagement and collaboration
- Community workshops
- Local and small business engagement
- General consulting (Not sure what you need? Let's discuss your goals and create a roadmap.)

## Brand Development Package

Give your community or company an identity that helps potential customers, visitors, partners, and/or investors understand your unique offerings, while creating an emotional connection. If the value in your offering isn't obvious *outside* your community or company, this package will help give you the advantage of a winning identity.

- North Star Discovery Process
- North Star Guide
- Logo Concepts and Development
- Brand Values
- Brand Voice & Visuals
- Brand Promise
- Ideal Customer Avatar (ICA)

## Event Marketing Strategy and Planning

Whether you hope to develop and market a special event that will highlight the best of your community or organization – or you need to thoughtfully represent your org or community at an out-of-market event in a way that creates excitement and emotional connection, we offer fresh ideas, experience, and pro-level execution assistance in planning and marketing:

- Events
- Meetings
- Press tours
- Arts, music, tech, and/or fashion festivals and shows
- Local business or experience “trails”
- Experiential marketing
- Pop-up activations
- Out-of-market activations (tradeshows, festivals, commercial or community events, etc.)

## Digital Presence

---

Whether you're starting from scratch, need an overhaul, or just need recommendations on how to make your online presence work harder, we can help you tell a compelling story that inspires action through digital media.

### Website Development (including Membership or Campaign Sites)

- Plan, outline, wireframe
- Write and design
- SEO, organic and paid search strategy
- Option 1: Stand up your site on a user-friendly platform such as Wix or WordPress – then determine your needs for ongoing management, from low- to high-touch:
  - Fully hand off to your team to manage
  - Maintain general management, but train your team to handle specific functions (e.g., making text updates, managing payments or reservations, creating blogs)
  - Full-service management
- Option 2: Manage more complex site development through an expert programming team

### Social Media, Content, and Paid Media Strategies and Reporting

- Develop social strategy and content pillars
- Develop content calendar
- Create content
- Provide direction for on-site content development
- Set up social accounts, manage inquiries, and other admin tasks
- Paid strategy including content development, placement, management, and reporting

### Tech Stack Assistance

- Provide recommendations for digital needs such as email management and lead funnels
- Provide assistance in setting up basic or DIY-friendly options, or provide recommendations and/or management of service providers for more complex needs

## Collateral Development

---

Accomplish goals such as telling your story, staying in touch, enhancing your brand, attracting clients, visitors, and investors – or other. If it requires a visual method of imparting information for digital or print media, we have you covered.

### General

- Brochures
- Publications
- Sell sheets, rack cards, flyers, menus
- Presentations
- Package design
- Direct mail pieces
- Data visualizations and infographics
- Graphic novels that highlight your destination, capabilities, services, or brand story
- *(You name it)*

### Start-Up Package, including:

- Business card
- One sheet
- Info PDF (one sheet, services listing, testimonials)
- Lead magnet (such as a planning guide, "trail" booklet, or discount book)