

# Frequently Asked Questions

## **Do you offer social media marketing?**

Yes. We offer social media marketing services to our clients.

## **How do I create good social media content?**

The first key to creating good social media content is knowing your target audience. Identifying the audience requires good research. You must provide ample market research to ensure that you can align with them based on their interest and not solely on their demographics.

## **How do I submit a request for design, branding, and digital marketing services?**

We keep things very simple. You can send us an inquiry via email or call us. You can even sign up with our [scheduler link](#).

After requesting a chat, you will receive a kickback email confirming the consultant time and receive a presentation video with instructions on how to prepare for our consultation.

## **What should I do if my request involves several different service areas?**

That will not be a problem. We will tackle those areas one at a time. During the consultation, we ask about your current marketing and communications strategies. We also will discuss any strategic and marketing content plans already in place so we can better understand your current status. Then we can work together to determine solutions for any areas of opportunity.



## **What does a good communications plan contain and how can I create one?**

A good communications plan involves research and knowing the target audiences. You have to segment them based on behaviors, interests, demographics (to some extent) and who they are (i.e. stakeholder, strategic partner, vendor, etc.). After identifying target audiences, you can develop key messages based on what you want to convey to those particular audiences.

The next step is to decide how to put the key messages together. Figure out what type of graphics or content you want to use. Then, you determine your dissemination channels, and other means like advertising and public relations.

## **How can I recruit sponsors for fundraising events and campaigns?**

When it comes to sponsorship, it is all about strategic relationship cultivation. Sponsors want to know what's in it for them in order to provide any monetary support. In return, they should receive a sponsorship package with their benefits included; Showing how sponsorship will increase their brand's visibility and awareness with a particular audience would be a great way start!

## **What is Global branding and how do I create a strategy for it?**

Global branding is the management of marketing brands in international markets. The first step to creating a strategy would be to identify the goals and objectives based on your organization's strategic goals. The next step is to understand the target audience, their motivations and what causes them to act. This is how to position your brand.

Strategic communications, "knowing where they gather" and advertising can also aid in promoting the brand, and is significant in creating top of mind awareness globally.



## **What is the best way to be sure I am using a logo accurately?**

To ensure that you are correctly using the logo, you have to look at the branding guidelines for your organization. If you have a logo, the branding guidelines will tell you about the advantages and disadvantages of logo usage. [Be sure to check out the article on our website for more information.](#)

## **What are examples of digital marketing reporting, analytics, and other tools you leverage?**

We frequently use TapClicks, HubSpot, and Salesforce for Marketing, various email platforms (MailChimp, Constant Contact, etc.), and PR tracking tools like Critical Mention. For analytical tools, we use both Google Analytics and WhataGraph. PivotPath also uses Dropbox, Trello, Asana, Google Suite for processing and storing tools.

## **Is your agency able to produce digital creative that meets your clients' branding guidelines? What if I don't have one?**

Yes! When first approached to create digital collateral, we always start by asking for existing branding guidelines which we hope include color palette, typography, logo usage, and additional facts about the organization. If you do not have one but have a logo you'd like to keep, we can pull the hex codes from that logo and ask if you'd like to stick with the typography on the logo (or website if you don't know) for guidance.

Any digital collateral or piece we develop for you will be brand consistent and exceed your expectations due to our high-quality, efficient delivery. If you choose to revamp or enhance your branding, we can help out with that as well.

## What is your agency's approach to paid campaigns?

Since one size truly does not fit all, our approach depends on the type of campaign, audience, and messaging. A paid social media campaign is different than advertising for a publication or association, which is also different from Google Ads or print. It also depends on where your audience gathers; should it be digitally or traditionally disseminated?

We generally have similar approaches to identifying target audiences, campaigns, and key messages. Once it's solidified, we strategically determine the best channels to get your communications to those who want to receive them and/or need them most.

