

WORK WITH A
**BETTER
AGENCY**

Big Storm Marketing Services



Marketing Strategy & Positioning

We use our years of nonprofit industry expertise to create powerful, creative strategies that reach your audience with a message that makes an impact.

- ✦ Marketing Diagnostic
- ✦ Mission and Alignment Workshop
- ✦ Marketing Plan Creation
- ✦ Positioning



Brand Development

By utilizing innovative frameworks and brand development, we help establish your nonprofit brand authority and presence in your community.

- ✦ Mission Statements
- ✦ Core Values
- ✦ Taglines
- ✦ Brand Voice and Identity
- ✦ Target Audience



Visual Identity & Design

We connect with your audience through cohesive brand identity and design that communicate your unique value and speak to the heart of your goals.

- ✦ Design Standards
- ✦ Logo Design
- ✦ Color Palette
- ✦ Typography
- ✦ Print and Collateral Design
- ✦ Social Media Design



Content Marketing & Storytelling

By harnessing the power of impactful storytelling to captivate your audience, we create engaging content that builds trust and drives conversions.

- ✦ Content Strategy
- ✦ Research and Impact Reporting
- ✦ Web Page, Article, and Blog Writing
- ✦ Social Media Content Creation



Website Design & Development

We create optimized sites that grow with your organization and are designed with user experience in mind for both your target audience and your team.

- ✦ Device Optimized WordPress Sites
- ✦ Fundraising and Mission-Focused Design
- ✦ Secure and Accessible (ADA Compliant)
- ✦ Online Platform Integration
- ✦ Web Analytics Setup t Configuration
- ✦ Search Engine Optimization
- ✦ Hosting, Maintenance, and Support



Campaign Planning & Execution

With data-driven insights to effectively target your audiences, our comprehensive campaigns strategically build awareness of your nonprofit's mission, reach more people, and increase engagement.

- ✦ Cohesive and Mission-Focused Messaging
- ✦ Amplified Fundraising Opportunities
- ✦ Digital Advertising and PPC Campaigns
- ✦ Digital Ads – *Google Ads* | *Microsoft Ads* | *Meta / Social Media*
OTT / Stack Adapt | *Traditional Media*
- ✦ Email Marketing
- ✦ Landing Pages
- ✦ Social Media Management
- ✦ Print Collateral
- ✦ Slide Decks



Analytics & Reporting

By evaluating key insights from your nonprofit's data, we create informed strategies and reports that measure your success and incite action.

- ✦ In-Depth Analysis
- ✦ Detailed Reporting
- ✦ Customizable Dashboards



LET'S CHAT

At Big Storm, we empower organizations like yours to elevate their missions through tailored marketing solutions that nurture loyal supporters and acquire new leads and donors.

With streamlined and measurable strategies, we can help you to find a better way to maximize your impact.



"I would refer Big Storm to any other business that's in a similar space and is looking for the highest quality, most professional, results-driven digital marketing. I'm excited to see how we grow together!"

Nicholas Wickes

Founder and Owner | [Check This Out](#)



GreatBigStorm.com



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