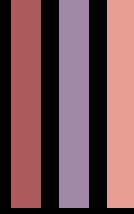




# 3 WAYS A DIGITAL MARKETING STRATEGY WILL GROW YOUR NONPROFIT



**S O U L H E A R T**



*Interminable meetings...*

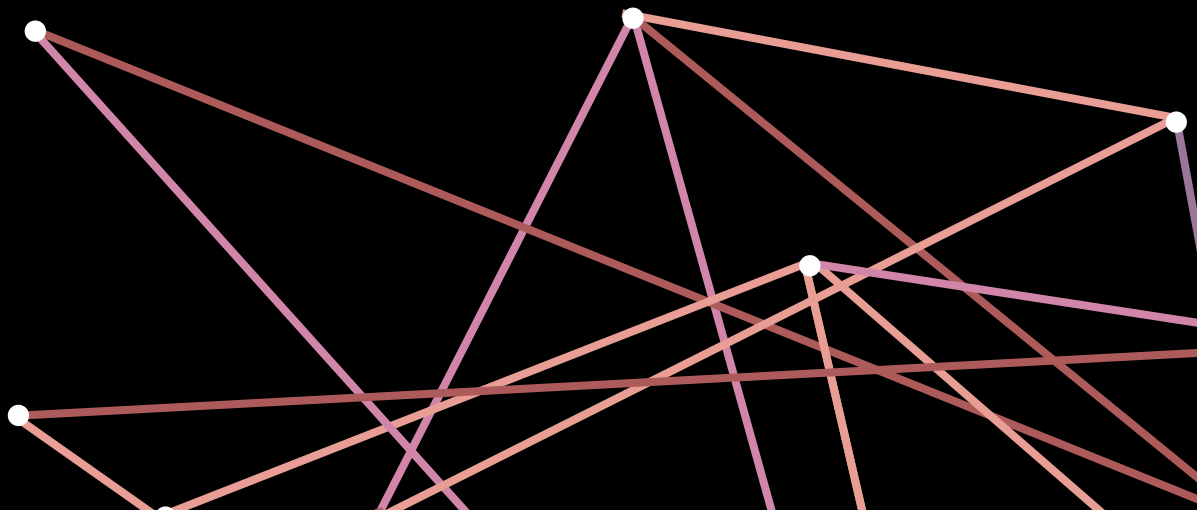
*Phone calls...*

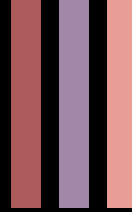
*Emails...*

*Work piles up, so you might hire a social media ad company, a design agency, or freelancers to help caulk the gaps - who all have different productivity systems. Nothing integrates.*

*And you still have those weekly meetings where your team comes up with some brilliant ideas.*

*But then the team is too busy to implement any of them, and the cycle continues.*



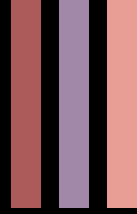


**If this sounds like you, consider focusing your digital marketing strategy for maximum impact and effectiveness. Here are three ways why this is the way to go.**

***"If you're a good marketing person,  
you have to be a little crazy."***

***Jim Metcalf***





# 1. SAVE TIME

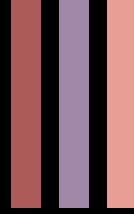
Have you ever worked with people that have pre-conceived ideas about your business and objectives? Too much of your time gets spent on calls trying to explain who you are and what you do - things that should have been explained once and for all through your digital marketing before the call was ever made.

**A focused digital marketing strategy saves time by explaining who you are and what you do - so you don't have to for each potential lead.**

Partnering with a dedicated agency team can help focus your digital marketing strategy so your web, email, social, and video channels are all aligned in regards to your message and mission. Gone are the days of explaining your business objectives over and over again.






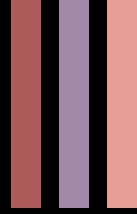


An agency partner like Soulheart knows how to communicate your business objectives clearly and effectively. In fact, there's a trend in town and you need to know about it:

**Companies are hiring niche agencies with a small team of specialized experts who identify and meet your specific digital marketing needs.**



***"Our greatest currency is our time and we cannot save it. Spend it wisely..."***  
***Kyle Barger***



## 2. GROW

A digital marketing strategy requires a lot of juggling to create growth:

**Your website** should be the hub of everything you do.

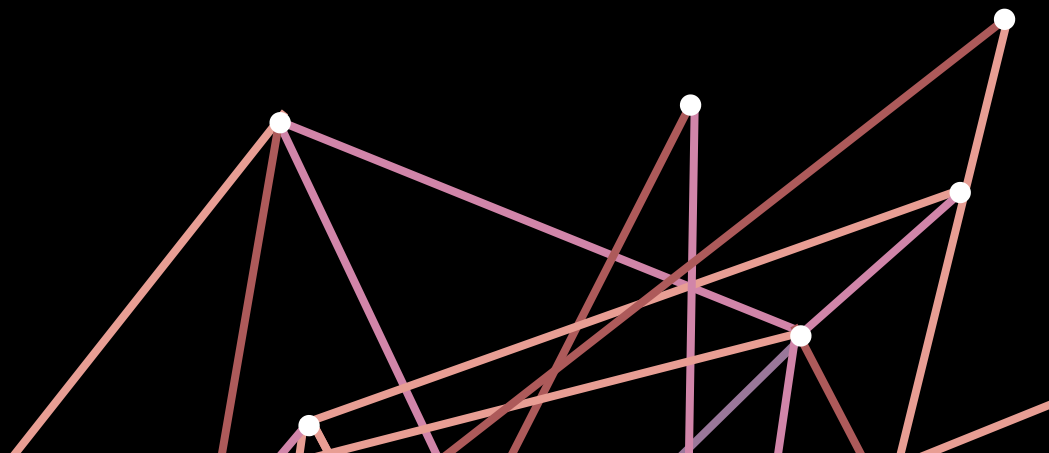
**Social media** should be driving traffic to your website.

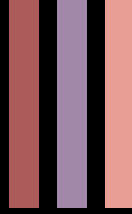
Your website should be **easily shared** on social media.

**Every piece of marketing collateral** should send people to your website.

And when people are on your website, they should **convert**.

**A focused digital marketing strategy balances all of these so that viewers convert and your business grows.**





Consumer behavior is driven by the right message, but in today all online interactions should be carefully coordinated to drive in leads, opportunities, donations, and revenue.

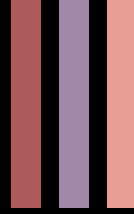
All the while making sure your customers and donors feel ***loved and valued.***

By partnering with the right digital agency on strategy formation, you can double your revenue in record time and grow your business.



***The best marketing doesn't feel like marketing."***

***Tom Fishburne***



## 3. PARTNER

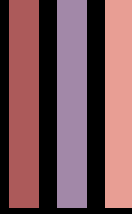
A small, niché digital agency like Soulheart can create an effective digital strategy for your business and do it more efficiently and effectively than large firms.

Large firms know that the longer they keep you attached to the phone and unproductive, the more you feel like you need them to hit your revenue targets. But agencies like Soulheart value your time as much as you do.

The right agency partner will help you not only save time and grow your nonprofit, but they will also:

- Take calculated risks that will **propel growth**
- Communicate quickly with **solutions-based responses** without the need for back-and-forth discussions
- Make you feel like part of the team because they truly **care for and love your company**



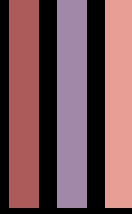


Most companies end up partnering with others that use their own textbook methods that can work, but usually don't achieve exponential growth. Textbook methods do not hold up over time. That's why solutions-based communication is essential when working with a small agency team focused on your success.

The world can tell when a company is communicating authentically. If your partner feels like a part of your team, then your digital marketing efforts and communication will reveal that. Trust is an essential key to growth.

**And that's exactly what you'll find at Soulheart.**

Companies that want to take their web and marketing efforts to the next level need a focused digital marketing strategy. **Such a focus is necessary, works, and wins!**



**Soulheart** is a creative marketing agency led by Joshua Brown that specializes in helping brands align their digital strategies with services that help them grow leads, convert more customers, and reach a larger audience. We do this through marketing tools and techniques ranging from building proper sales funnels to entire web applications, all with a goal to help you create a stronger brand presence online.

Our team is made up of experts in our industry that have worked with companies such as PricewaterhouseCoopers, the YMCA, bestselling authors, numerous corporations, and small businesses all across the country and at various stages of growth. Our mission is to make a positive impact in the lives of others and we do that through working with companies like yours and giving back to underserved communities or local charities. We're a partner on your success journey.




***Cheers from the Soulheart Fam!***

**Joshua Brown**

Founder + CEO

*josh@soulheart.co*



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 SOULHEART

THE SEARCH IS OVER.