

Communications Diagnostics

What you say, where you say it and who you reach can make or break your ability to raise funds, engage stakeholders and create impact. We apply data intelligence and skilled analysis to reveal how effectively your communications are meeting your goals. We zero in on your central narrative, map your audiences and use our social intelligence platform to uncover your most persuasive content, trending topics in your issue area, leading influencers and assess how you stack up against your peers. Equipped with this knowledge, we identify opportunities to take your communications to the next level.

- Message mapping and identification of central narrative
- Audience and stakeholder research
- Influencer mapping
- Customized social intelligence reports
- Peer and social issue benchmarking

Messaging + Storytelling

Crisp messaging that flows from a clear central narrative and established brand persona can capture hearts and minds. We pair a fresh perspective with data analytics to organize and enhance your messaging. Whether your need is a simple tune-up, specialized positioning for a campaign or event, or a refreshed message framework, we create a strategic messaging and storytelling toolbox that equips you to be more effective.

- Messaging hierarchy + framework
- Audience-specific content strategy + development for programs, web and marketing
- Social issue landscape scans
- Impact stories and reports
- Positioning for events/campaigns

Brand Identity

Your brand is your most powerful asset that can bring focus to your mission and drive outstanding communications and engagement. We bring the strategy and change management expertise to help clarify who you are and what you stand for, and build internal alignment for your brand identity. If your next step is a completely new look, website and/or digital presence, we team up with one of our trusted agency partners to deliver a full-service re-brand.

- Purpose statement, mission, vision
- Brand strategy + creative briefs
- Content strategy + development
- Change management + stakeholder engagement
- Vendor project management