

## ABOUT US

Founded to meet the emerging marketing and communications needs of non-profit organizations and small businesses, **Monomoy Innovative Communications and Strategic Solutions** offers a unique hands-on approach to its clients.

We specialize in creative, custom designs that allow our clients to rise above the everyday with clean, simple, and compelling interfaces that reinforce their unique brand messaging. We don't just input your content; we bring our years of experience to help you develop, shape, and enhance your content for web audiences.

Founded in conjunction with Silbert Fund Raising, established in 1994, MICSS continues to think competitively and plan strategically for its clients with established and emerging target audiences.

## ABOUT OUR DESIGN

Our campaigns are competitive, integrated, and bold. Our design aesthetic is clean and user friendly. We work with clients' teams to focus, strengthen, and elevate their brand, not just on the web, but across collateral materials.

## OUR APPROACH

Our approach is dynamic. This means that your project is what we are passionate about and is our top priority. We are accessible and with you through every step of the project. We utilize the top design applications in our field and adhere to the best practices of print and web-based design. A client's brand extends far beyond their website or fliers, we embrace an all-encompassing approach.

## OUR COMMITMENT

We provide several strategic services for non-profits and small businesses including: digital and print design, branding strategy and development, comprehensive communication reviews and evaluations, content development, digital strategy, search engine optimization and in-bound marketing, social media planning and management, digital analytics and reporting, and more. These strategies are deployed in key and unique ways to develop and foster your growth.

How is Monomoy Innovative Communications and Strategic Solutions different: we are small, we are smart, and we listen. We will increase your visibility and impact, design powerful solutions, and produce results. Most importantly, we will limit our client-base to give you, our client, the level of service you need to be great. Our dynamic campaigns will meet your unique needs, promote your programs, and allow the community to embrace and be excited about your mission.

## OUR TEAM

The MICSS team is a group of innovative, collaborative, and dynamic professionals. We engage, we implement, we care. With more than 50 combined years of communication and marketing experience, the Monomoy team is well positioned to take clients to their next level and beyond.

## OUR SERVICES

### 360° COMPREHENSIVE COMMUNICATION REVIEW & EVALUATION

Great outward communication begins from within an organization. MICSS starts with the traditional market research and reach analysis of your current initiatives then expands upon that information with a full audit of a non-profit's communication values, goals, voice, collateral, and physical and online presence.

### MARKETING FEASIBILITY STUDY

A feasibility study gives nonprofits crucial information before embarking on a new brand identity, marketing campaign, or major event. When retained to conduct a feasibility study, MICSS will prepare a case statement of support and an interview questionnaire; conduct 30-50 personal interviews with key constituents to discuss the nonprofit's role and presence in the community; prepare all written communications and make arrangements for all interviews; provide recommendations, a marketing strategy, and action plan for implementation; and compile and present a formal report of the feasibility study and its findings.

### BRAND STRATEGY AND DEVELOPMENT

Branding is an organization's identity. In today's society, branding isn't the next ad or flyer – it is who you are and how you help people. It's your vision and how you want to get there. Whether building from scratch or refreshing an established brand, MICSS will work with you to find your core message, mission, promise, vision, and symbolism. In addition, we will work with you to develop your brand style guide: providing design services for cross-medium collateral.

### COLLATERAL DEVELOPMENT

#### COPY, PHOTOGRAPHY, VIDEO, CUSTOM PUBLISHING

Sometimes the hardest part of a new venture is the language. MICSS is able to provide a full host of content services for an organization's next great adventure. These services include writing unique and compelling copy specific to your organization; photography or videography of locations, services, and more that will reinforce the content; and custom print and/or design services to bring it all together. All projects are a collaborative relationship between you and MICSS's outstanding designers. Together, your vision can come alive.

### WEBSITE DESIGN

MICSS's premier web design services deliver an organization's soul though compelling, imaginative, and clean design. With over 15 years of experience in web-based design, we know the trends, we know the best practices, and we pride ourselves on unique and personalized solutions that will resonate with your organization and audience.

### E-NEWS LETTER CAMPAIGNS

MICSS specializes in strategizing and crafting e-news campaigns that are dynamic, interesting, and compelling. We research what is important to your reader, why and how they are engaging in your mission, and what content will resonate with them. Our work concludes with the design of new e-news templates to send out to your readership. This service includes a full review of your email database and appropriate clean up of your email lists.

### DIGITAL ANALYTICS & SEARCH ENGINE OPTIMIZATION (SEO)

Who is visiting your website? How often are they coming? What pages are they visiting? MICSS will set up and enable your website analytics so you can know the answers to these questions and more. MICSS's senior associates will provide training on the analytics framework and how to decode this data.

In addition to analyzing your current web traffic, MICSS will also design a proposal to augment your online viewership. Through MICSS, we will improve how you rank in search engine databases. MICSS will review your current web content, analyze your industry's best practices, and provide a detailed implementation plan and timeline to increase your SEO.

## CONTACT US

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