

Good Work Deserves Good Marketing

We analyze your marketing performance to identify what content is resonating, then use those insights to guide what we create next.



Analyze → Learn → Create → Measure → Adjust

Pick Your Good

	Good \$500/mo	Gooder \$750/mo	Goodest \$1000/mo
Marketing Performance Report	✓	✓	✓
GoodWrk Monthly Analysis & Recommendations	✓	✓	✓
Social Content Calendar	✓	✓	✓
Data-informed Social Content Pieces	12/mo	16/mo	20/mo
Social Content Captions & Call-to-actions	✓	✓	✓
Monthly marketing review	—	✓	✓
Quarterly Marketing Deep Dive	—	—	✓
Priority Turnaround	—	✓	✓
*Campaign Kit	—	1/year	2/year (limit 1 per quarter)

Good

Inform Monthly Marketing Insights

Receive a monthly overview of your marketing performance, trends and GoodWrk recommendations. We'll use these insights to guide your upcoming content.

Gooder

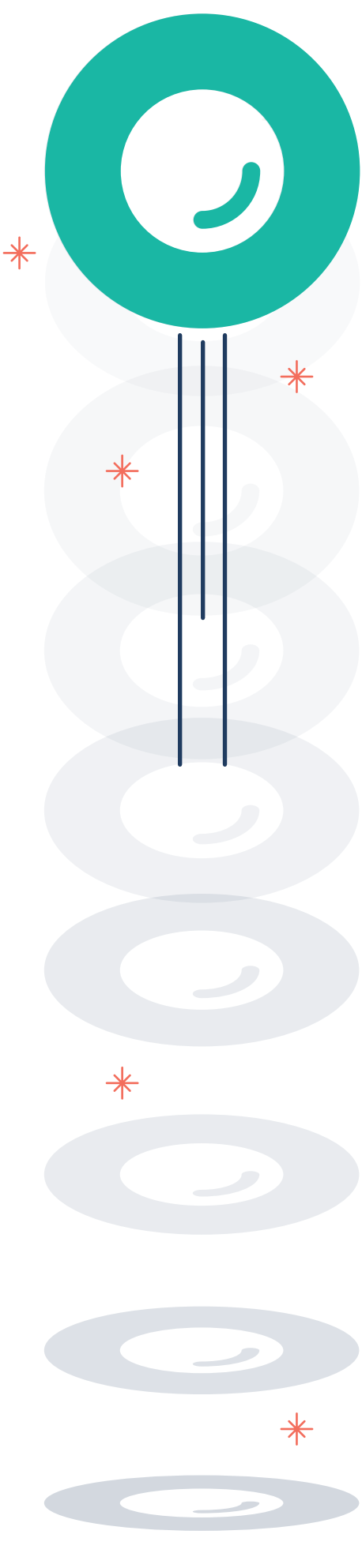
Interpret Monthly Marketing Review

Go beyond the numbers with a monthly review of your marketing performance, key insights and GoodWrk's plan for the month ahead.

Goodest

Quarterly Marketing Strategy

Step back from the month-to-month and evaluate the bigger picture. We'll identify long-term trends, establish quarterly goals and create a strategic marketing plan for the next 90 days.



Words & Definitions

That was a lot to digest so let us define some things for you!

Content Creation

We create the marketing content your organization needs to stay visible, relevant and consistent, informed by what your audience is actually responding to.

Social Media

- Graphics & carousels
- Educational content
- Promotional content
- Testimonials
- Awareness content
- Event promotion
- Captions & calls-to-action

Website

- Hero/banner graphics
- Campaign banners
- Promotional graphics
- Seasonal/initiative graphics
- Campaigns

***Campaign Kit**

A coordinated mini-campaign around a specific goal, such as Giving Tuesday, an annual fundraiser, volunteer drive, or major event. Includes the campaign concept, messaging, social graphics, email copy, and recommended timeline. These kits are in addition to your allotted monthly calendar content. Client is responsible for posting, email deployment, registration platforms and other campaign execution.

No social media management

This is intentional. We believe your organization should stay close to its audience. You maintain the relationships and community knowledge; we provide the strategy, messaging, and creatives to help YOU.