



# Social Media Marketing for Nonprofit

## PROJECT DETAILS

 Social Media Marketing

 Nov. 2020 - May. 2021

 \$50,000 to \$199,999



*"The entire experience and outcomes have been wonderful."*

## PROJECT SUMMARY

A nonprofit hired Ignite Visibility to help with their pursuit of becoming a household name through social media marketing. The goal is to increase the client's social media following by five times.

## PROJECT FEEDBACK





Thanks to Ignite Visibility, the client was able to experience a dramatic increase in their visibility. The team provides monthly growth numbers, detailed metrics, and strategic direction based on their data. The team is easy to work with, they are informative and well-prepared.



## The Client

Please describe your company and your position there.

I serve as board president for Every Kid Sports, a GuideStar Platinum Transparency-awarded 501c3. Our organization helps low-income kids play youth sports by covering registration fees up to \$150, four times a year, per kid.

-  **Every Kid Sports**  
Marketing Director, Every Kid Sports
-  **Nonprofit**
-  **1-10 Employees**
-  **San Diego, California**

## The Challenge

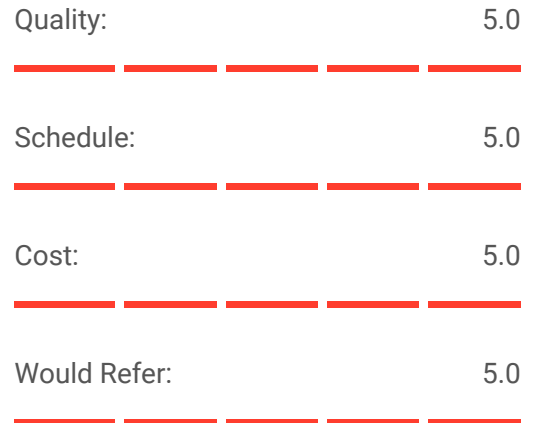
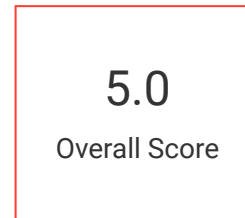
For what projects/services did your company hire Ignite Visibility?

We intend to be a household name. We have this intention because cost can't be the reason a kid is kept out of youth sports. Ignite Visibility was hired to help expand our reach, share our intention, and do so strategically. By becoming a household name, and generating the necessary resources, every kid will have the chance to play sports.

What were your goals for this project?

Our goals for working with Ignite Visibility were to, at a minimum, 5x our social media following within 12 months. Amplifying the visibility of our organization, our mission, and our impact was the first step in reaching this goal.

### CLIENT RATING





## The Approach

### How did you select Ignite Visibility?

I'd built a relationship with one of the founders outside of my role as board president. When Every Kid Sports made the decision to re-brand and set sights on a national reach, we knew we needed help doing so. It was perfect timing for both organizations.

### Describe the scope of their work in detail.

Ignite Visibility as added structure and strategy to our social media efforts. Through scheduling, editorial, creative, and strategy, they've provided a full-service plan that's flawlessly executed.

### What was the team composition?

The team assigned to our organization communicates clearly, provides strategic direction, and is genuinely fun to work with.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

We've dramatically increased the visibility of our organization. Each month we're updated with growth numbers, detailed metrics, and strategic direction in response to the data, and each month we're introduced to an ever-expanding pool of potential supporters.

### How effective was the workflow between your team and theirs?

Easy. Informative. Well-prepared. Thorough. And fun.





## What did you find most impressive about this company?

The enthusiasm for the industry they're in, their knowledge of it and how to navigate it, and the support they've provided Every Kid Sports beyond the services we've contracted with them.

## Are there any areas for improvement?

Nothing that would remotely overshadow all of the positive outcomes thus far.

