



**TINK**  
MARKETING & DESIGN

# Fractional CMO

## Client Case Study

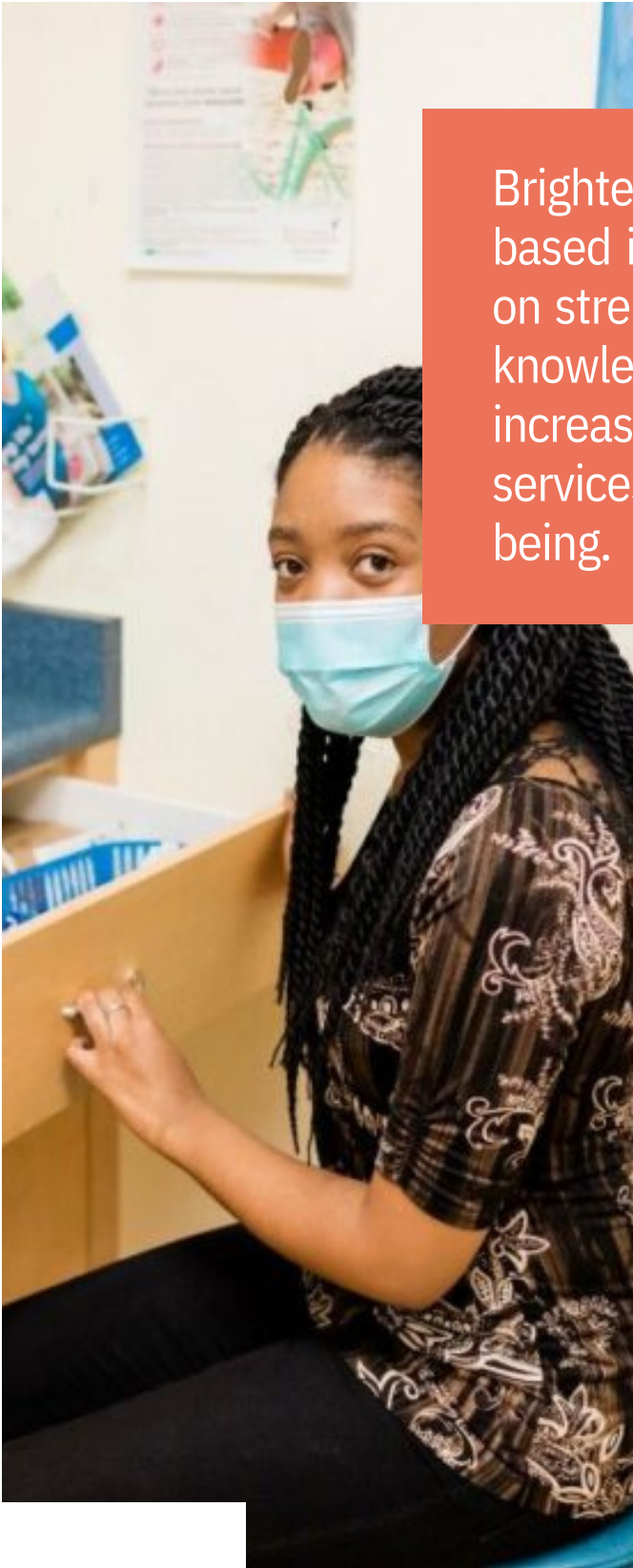
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How we developed a strong marketing team and purpose for a non-profit organization to achieve their best unrestricted funding year ever.

[www.tinkmarketing.com](http://www.tinkmarketing.com)

# THE CLIENT

## WHO ARE THEY?



Brighter Beginnings, a non-profit agency based in the California Bay area focuses on strengthening families by focusing on knowledge of child development, increasing access to health and social services, and promoting emotional well-being.

## WHERE WERE THEY BEFORE WORKING WITH US?

The non-profit had many turbulent years with funding and resources. When the pandemic hit, they needed to build a strong awareness to their locations and services for local families so they could increase fundraising efforts. Failure to receive funding whether through fundraising or grants would shut down their ability to provide services to these families.

# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

Brighter Beginnings faced a situation where they needed to achieve funding targets and increase awareness of their services by adding a marketing leader and building a marketing team in order to survive.



## WHAT DID WE DO TO SOLVE IT?

TINK Marketing provided fractional services by helping develop a marketing strategy and strong team. Our leadership established a purpose for the team in their efforts to help their community. This strategy and comprehensive marketing plan included messaging and positioning and updating of their website. Additionally, we implemented a content strategy and calendar to drive awareness of their services to local families, state agencies and donors resulting in their best unrestricted funding year ever.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

By creating a marketing strategy and strong team, we achieved the following results:

- Increased online traffic by 150% and established a social media presence
- Established foundational marketing processes allowing for timely execution to plan and managing the team's time and priorities
- Increased awareness to state agencies during the pandemic for funding



- **Maximum results in minimum time**
- **Marketing leader for your team**
- **Build a purposeful marketing department**

**ARE YOU READY TO BUILD YOUR BRAND & TEAM WITH MARKETING STRATEGY AND LEADERSHIP?**

**BOOK A CALL**