

ACHIEVE MARKETING

WHO WE ARE, WHERE WE'VE BEEN, WHERE WE'RE GOING

COMPANY VALUES

INNOVATION

Be the best, proactive, leading edge.

EMPOWERMENT

Enable increased efficiency and confidence.

PARTNERSHIP

Got your six, team approach.

PERSONALITY

Passionate, engaged, fun, love what you do.

SHAZAM!

Deliver the unexpected in a powerful way.

ONE POINT VISION OR BHAG

Definition: A Big Hairy Audacious Goal (BHAG) is a strategic business statement similar to a vision statement which is created to focus an organization on a single medium-long term organization-wide goal which is audacious, likely to be externally questionable, but not internally regarded as impossible.

SUSAN G. KOMEN FOR THE CURE

A world without breast cancer.

NOVO NORDISK

To be the world's leading diabetes care company.

BOING

Become the dominant player in commercial aircraft and bring the world into the jet age.

**To solve the world's most
pressing issues by activating
the right people.**

**ACHIEVE IS
A RESEARCH
AND
CREATIVE
AGENCY FOR
CAUSES.**

MISSION

Achieve helps cause initiatives understand their audience and how their movements are redefining motivations and behavior. We believe that creative strategies have the greatest success when backed by solid research, and we will use those to help you connect with your audience and activate them to support your world-changing mission.

WHAT MAKES US DIFFERENT

MARKETS

Those who are committed to making the world a better place in the nonprofit, corporate, endurance and civil service industries.

UVP

Nationally recognized research, events and president.

FLAGSHIP

Research and MCON.

ENDORSER

Achieve's research and MCON serve to increase client confidence in TrustedPartner and RacePartner.

FIGHTER

Allows us to respond to competitive threats in both markets with a research/creative agency.

POSITIONING STATEMENT

COMPONENTS

- Target Market
- Definition of the market
- Brand promise (emotional or rational benefit)
- The reason to believe

GUIDELINES

- Simple, memorable and tailed to our market.
- Unmistakable and easily understood picture of our brand.
- Credible and something that we can deliver on to our clients.
- The sole occupier of this particular promise.
- It leaves room for growth.

For causes solving the world's most pressing issues, Achieve is a research and creative agency that will understand and activate your audience. Unlike other agencies, Achieve provides a combination of nationally-recognized research, innovative messaging and out-of-the-box designs, providing you with the tools you need to change the world.

WHAT WE DO

RESEARCH

Research drives the best strategies. We lead the national research team for Millennials and their involvement with causes.

CAMPAIGNS

We work with organizations across the country to test and execute strategic fundraising and awareness campaigns to help you understand what motivates your audience.

EVENTS

One way we share the research we conduct is through events. MCON is a two-day conference about creating cause movements.

SPEAKING

Derrick Feldmann is an internationally sought-after speaker on nonprofits, fundraising and the Millennial workforce.

HOW ARE WE DOING?

EMAIL STATS

TYPE	LIST GROWTH	OPEN RATE	CLICK RATE
ACHIEVE	-198	21.37%	11.41%
MCON		49.3%	19.14%
MCONideas	1937	25.31%	15.9%
Forte (Achieve Access)	-25	19.46%	10.44%
MIR		33.75%	20.31%
Indy Redefined		48%	23%

WHAT DO THE NUMBERS MEAN?

RESEARCH

People are most interested in our Millennial Research.

TARGETED INTEREST

People are more likely to open and click when they have a vested interest (i.e. event attendee).

CONTENT

Overall, we have a very high open rate; we are providing content people want.

ACHIEVE WEBSITE

TARGETED INTEREST

Email users are staying on the website longer - the more we are able to push people directly to the content they want, the more engaged they will be.

CONTENT

People are attracted to our content - the most viewed components are The Millennial Impact Report, a few specific blogs and the blog in general.

ABOUT & CONTACT US

About and contact us are highly viewed.

DERRICK

People are going directly to Derrick's bio page and not to his speaking page.

WORK AND CLIENTS COME LAST

Work and clients are much lower on the list of views.

PARTNERS

Nearly 500 people came from Forte's website - how are we nurturing this audience?

TOP LANDING PAGES

5 Donation Pages We Love

Millennial Alumni Report

About Derrick Feldmann

Typography 101

Resources

Nonprofit Logos, the Good, the Bad, and the Ugly

Creating a Direct Mail Letter that Sticks

5 Tips for Increasing Giving by Changing Your Donation Page

So You Need to Write a Case Statement

WHAT DO THE NUMBERS MEAN?

CONTENT

Achieve is clearly sought out for its thought-leadership and content, however, some types of content is more useful than others.

RELATIONSHIP BUILDING

We are good at getting people's attention, but we need a next step in our relationship with our audience.

TRACKING

We need a solid way to track progress and engagement.

PEOPLE LOVE OUR CONTENT
THEN WHAT HAPPENS?

UNDERSTAND OUR AUDIENCE
DEVELOP AUDIENCE PERSONAS

NURTURING CAMPAIGNS
**IDENTIFY LEAD
GENERATION ENTRY
POINTS AND CREATE
TAILORED CAMPAIGNS
FOR EACH**

USER EXPERIENCE
**REVISIT OUR STRATEGY FOR
ORGANIZING CONTENT**

CONTENT STRATEGY
**CREATE A CLEAR CONTENT
GUIDE THAT WILL DRIVE
AUDIENCE REACH**

MEASURE
**ENHANCED TOOLS TO TRACK
AND MEASURE PROGRESS**

CONSTANT ANALYSIS
**REGULARLY TEST CONTENT
AND ANALYZE STRATEGIES ON
A MONTHLY BASIS**