

Digital Marketing for Faith-Based Nonprofit

PROJECT DETAILS

 Other Digital Marketing

 Jan 2020 - Ongoing

 \$10,000 to \$49,999

 *"We are very pleased with their work!"*

PROJECT SUMMARY

A faith-based nonprofit hired Anderson Collaborative to launch and promote their director's newest book. The goal was to increase the book's reach and sales.

PROJECT FEEDBACK

Since onboarding the Anderson Collaborative team, the company saw their sales nearly double and steadily increase ever since. The company has also seen their social media engagement and web traffic improve leading to more conversions from all over the world.



The Client

Please describe your company and your position there.

I am marketing manager for The Center for Executive Leadership, a faith-based non-profit, offering free counseling and biblical resources for business executives. Our executive director Richard E Simmons is a best-selling author, blogger and teacher - my main purpose is to spread his content through digital marketing.


The Challenge


For what projects/services did your company hire Anderson Collaborative?

We hired Anderson Collaborative to launch and promote Richard's newest book called "Reflections on the Existence of God" on Amazon, social media, our website, and general web and email marketing. As Anderson Collaborative's work succeeds, more projects open up!

What were your goals for this project?

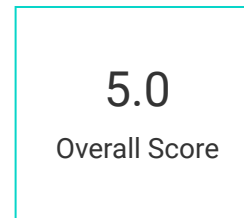
To expand the reach of Richard's book beyond the Southeastern United States to be worldwide, and to sell as many copies as possible - not for the purpose of profit, but to spread the message to as many readers as possible.

 **Becky Gray**
Marketing Manager, The Center For Executive Leadership

 **Nonprofit**

 **Birmingham, Alabama**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select Anderson Collaborative?

Referral from a co-worker who had used them in the past

Describe the scope of their work in detail.

Anderson Collaborative created an extensive marketing plan and is now executing it: Launch and promote Richard's newest book "Reflections on the Existence of God" on Amazon, social media, our website, email marketing, display/video ads and guest blogging on top Christian news sites and more.

What was the team composition?

Collaboration with our in-house marketing team.

The Outcome

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

Since beginning our work with Anderson Collaborative, our weekly book sales have doubled (some weeks tripled) and continue to steadily increase. Book sales and Amazon reviews are now coming from several other countries.

Traffic to our website has resulted in significantly more conversions. Their audience engagement on social media has significantly increased as well.



How effective was the workflow between your team and theirs?

We are working directly with Anderson Collaboratives' CEO, who gives us frequent updates, quick turnaround on creatives and is professional in every way. He is thoughtful and strategic in his approach to each project, making sure he matches his service to our goals.

What did you find most impressive about this company?

I've been so impressed by the experience and knowledge that Anderson Collaborative has with the marketing industry, as well as the innovative ideas they continue to offer and teach us. We are growing, learning and expanding our reach because of the efforts and work of this company.

Are there any areas for improvement?

As the scope of our work together has grown, Anderson Collaborative created a task management board where they house all the projects and establish deadlines. This was a great benefit to our collaboration, so offering this at the beginning of the project might be helpful. We are very pleased with their work!

