

Non Profit

Problem:

A Maine family wanted to give back to the community and create a non-profit organization which would promote their cause. The idea was solid but they were starting from scratch. The criteria for the website was that it needed to handle streaming video from an outside source, be easily updated and incorporate social media and blogging to help promote the organization. While the website was the foundation of the idea, it needed to support all of the offline marketing efforts driving viewers and creating support.

Solution:

Utilizing a persona based marketing strategy, Hall developed a plan that took the user's demographics, buying habits and viewing habits to create a baseline of a typical user. Hall created an identity logo mark, the overall strategic look and feel to develop the information architecture around this research. It was critical that the website was not only designed for a great user experience but looked professional to attract donations from larger corporate donors.

A Wordpress CMS site was created to give the non profit the ability to update blog posts, videos and images in galleries and keep the users up to date on important news and donations goals.



Outcome:

The site launched successfully in mid-January and with support of the on and offline marketing efforts the site has totaled over 272,000 Site Visits in the first 6 months. The Foundation feels that the website is an outstanding marketing tool that will continue being the backbone of the it's success.

Monthly Site Visits

