



# HOW TO SUCCEED AS A NONPROFIT COMPETING IN A BIG WORLD



# WE'RE GLOBAL



The Clark & Co team is located coast-to-coast and around the world!



LABOR

Description	Cost per Hour	Hours	Sub Total
Contractor 1	THB35	50	THB1,750
Contractor 2	THB45	30	THB1,350
Subtotal			THB3,100

Cost	City	Sub Total
THB220	1	THB220
THB95	1	THB95
THB16	22	THB352
THB27	42	THB1,134
		THB1,799

# OUR TEAM

Collectively our team has more years of experience than a human has ever lived.



**Corey**  
President

The lead strategist & creator



**Elizabeth**  
Client Success Lead

The lead project manager



**Suzanne**  
Strategist

The lead advertising strategist



**Viraj**  
Developer

The lead web developer

IMPRESSIONS THAT MATTER. ENGAGEMENTS THAT LAST.

# OUR MISSION

Help small businesses & non-profits navigate the digital world effectively.



**INNOVATIVE  
STRATEGIES**



**PERSONALIZED  
APPROACH**



**PROVEN  
RESULTS**

**WE UNDERSTAND HOW TO NAVIGATE THE DIGITAL WORLD TO HELP REACH YOUR BUSINESS GOALS**

# OUR PHILOSOPHY

Data will always guide us to success.



WE KNOW WHAT IT MEANS TO BE  
A **NON-PROFIT** COMPETING IN A  
**BIG WORLD**



2-10X ROI



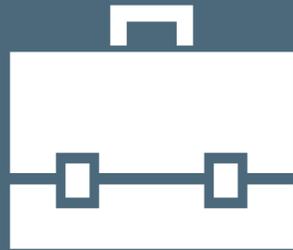
ADS \$10M+



24/7

# OUR SERVICES

Our team takes a personalized approach to understanding your business objectives and using performance data to optimize both traditional and digital marketing strategies.



**STRATEGY**



**WEB DEVELOPMENT**



**ADVERTISING**



**SEARCH ENGINE OPTIMIZATION**



**ANALYTICS**



**GRAPHIC DESIGN**

---

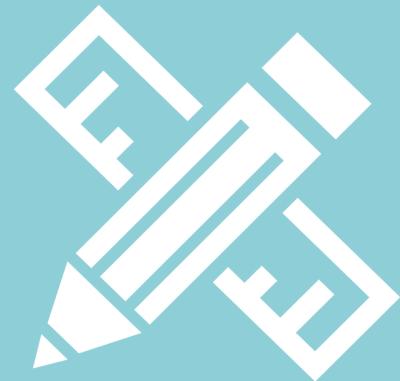
**IMPRESSIONS THAT MATTER. ENGAGEMENTS THAT LAST.**

---

# REBRANDING



FATHERING



## FROM COMMUNITY GROUP TO A NON-PROFIT

We developed an updated logo and branding to elevate the community group to align with their new 501c3 status. Helping to develop all supporting marketing materials from fundraising campaign collateral, promotional flyers, social media posts and more.

Fathering

TOGETHER

Fathering

# WEBSITE DEVELOPMENT

Lung Health & Diseases

Quit Smoking

Clean Air

Research & Reports

Policy & Advocacy

Get Involved

DONATE

Our Vision Is a World  
Free of Lung Disease

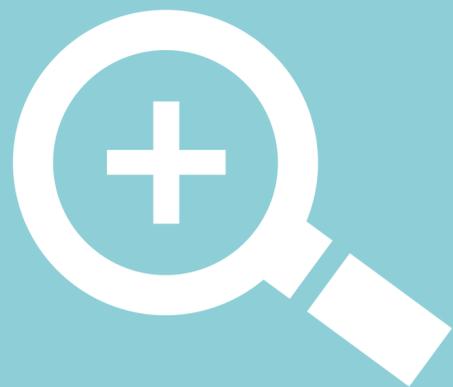


## ENHANCED USER EXPERIENCE

We developed a custom user experience to provide new customers an opportunity to understand the brand and value of each handmade product, while streamlining the purchasing process to increase overall conversion values.



# ADVERTISING

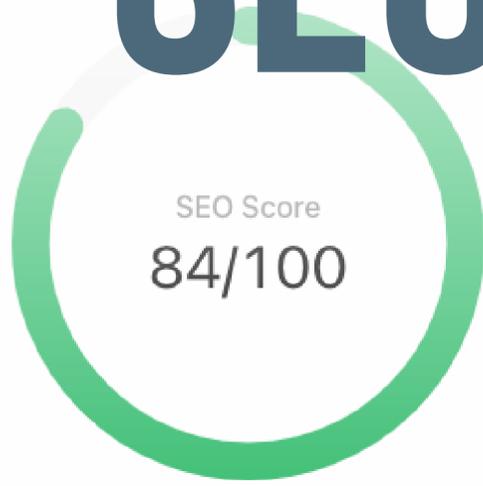


## LEADS THAT MATTER

Advertising is as effective as the strategy that drives the campaign. We tailor each advertising campaign to measure conversion metrics that align with business goals in order to deliver quality leads over quantity.

https://www.ingr...  
Your general SEO Checkup Score

# SEO ENRICHMENT



7 Failed

3 Warnings

41 Passed

GENERAL	7	3	41
COMMON SEO ISSUES	3	2	15
SPEED OPTIMIZATIONS	2	1	13
SERVER AND SECURITY	0	0	6
MOBILE USABILITY	0	0	2
ADVANCED SEO	2	0	5

## Issues to fix



## SEARCH VISIBILITY THAT WORKS

Utilizing top notch SEO tools, we audit the current website for it's SEO quality score, while providing recommendations for improvements. Our team is well versed in implementing optimizations to increase SEO quality scores and overall search visibility.

for getting started with microdata.

WEBMASTER

See all plans >

# HOW WE HELP

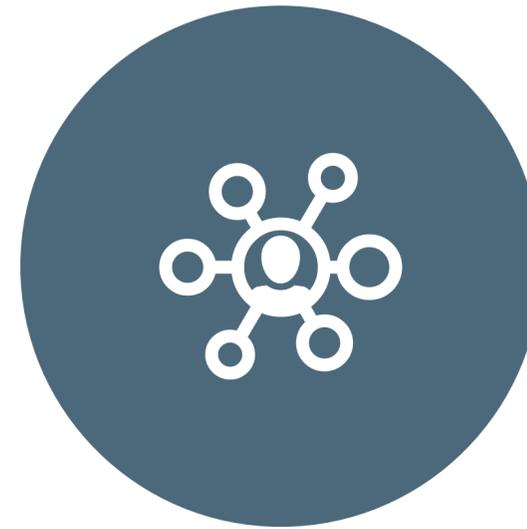
We are here to help on projects big & small — easy & hard.



**CONSULTATION**



**PARTNERSHIP**



**AGENCY FRIEND**



**NON-PROFIT EXPERTS**

# WE KNOW THE MARKET



---

## GLOBAL ADVERTISING EXPERTISE

We know what people are searching for and how to reach them effectively no matter your budget.

- 150 markets and counting
- 35+ languages
- Beta & custom placements



---

## DIGITAL LISTENING: WHAT PEOPLE ARE TALKING ABOUT

Ever wonder what people are saying about your brand? Same, but we know while utilizing the best industry tools available.

- Top notch digital tools
- Affordability on most budgets
- Insights that make sense



---

## BEST IN CLASS WEBSITE DEVELOPMENT

How you see your company and how your customers do are two totally different views. We help bridge the gap.

- Effective web designs for you
- UI/UX that drives sales
- SEO enrichment



---

## CONVERSIONS THAT DRIVE CASH RESULTS

Marketing strategies and campaign executions are only as good as the results that they deliver.

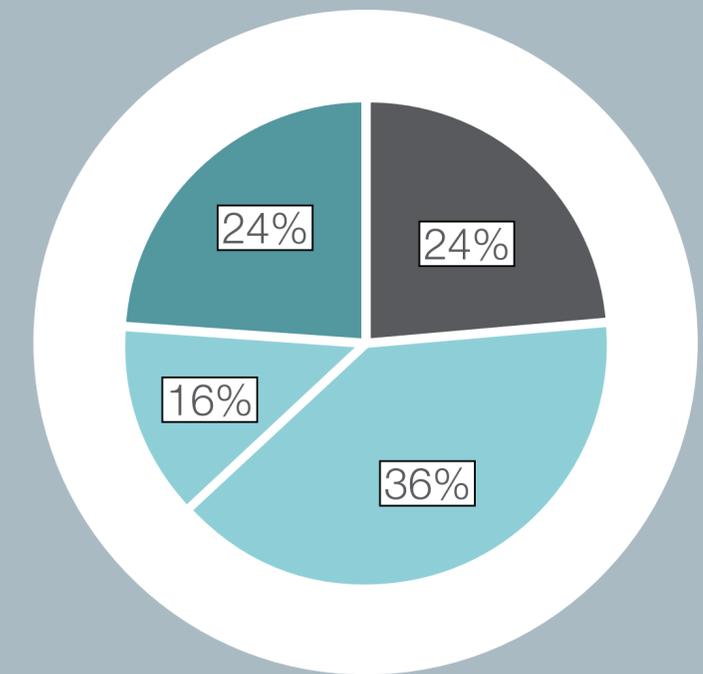
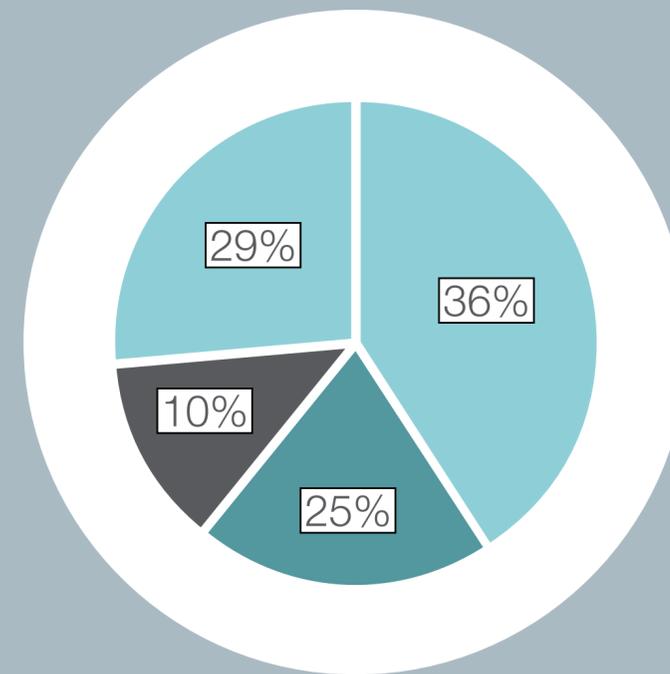
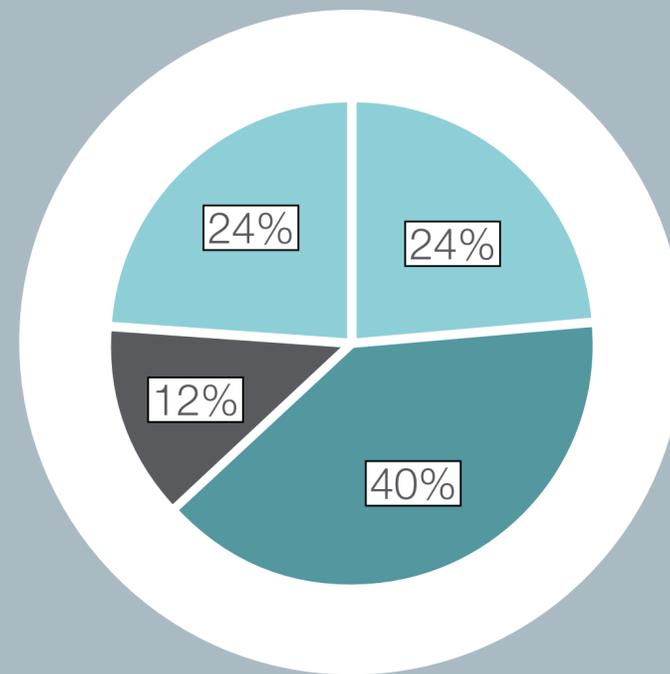
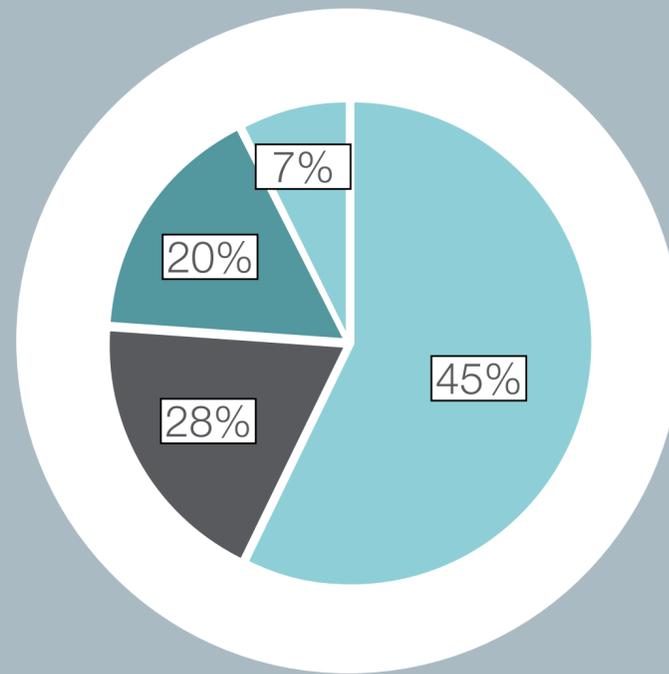
- Industry best practices
- Digital tracking that makes sense
- Results that you see

---

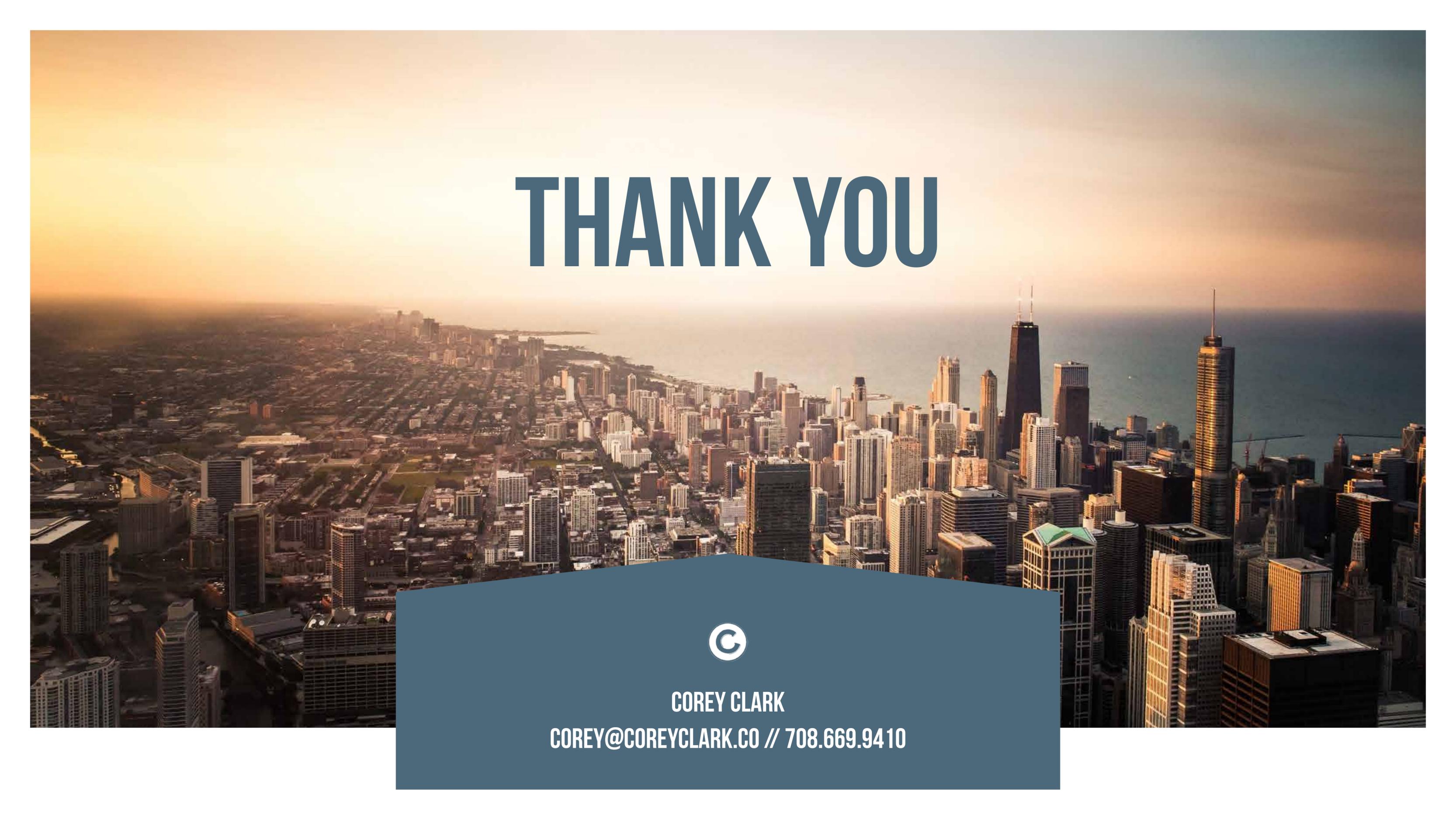
IMPRESSIONS THAT MATTER. ENGAGEMENTS THAT LAST.

# MARKETING MIX

We personalize the marketing mix for each of our clients to reach their business goals.



**WE PARTNER WITH YOU TO CREATE EFFECTIVE MARKETING CAMPAIGNS THAT WORK FOR YOUR BUSINESS**

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is densely packed with buildings, with several prominent skyscrapers on the right side. The text "THANK YOU" is overlaid in a large, bold, blue font in the upper center of the image.

# THANK YOU



**COREY CLARK**

**COREY@COREYCLARK.CO // 708.669.9410**