A GUIDE TO OUR SERVICES: SOCIAL & ENVIRONMENTAL CAUSES

COFFEEHOUSE COLLECTIVE INC.

Marketing for good.

ABOUT US

Coffeehouse Collective is a boutique marketing agency headquartered in Southern California with clients from around the U.S. We specialize in a holistic approach to marketing strategy & execution for conscious musicians, social & environmental causes, purposeful personalities and natural products.

We believe in using social media to facilitate human connection in meaningful ways by providing intuitive user experiences, promoting healthy relationships with social media and technology, insightful reporting and stats, internal collaboration, beautiful work, and speaking from the heart (to name a few).

WHY 'MARKETING FOR GOOD?'

"The 21st-century marketing paradigm reflects a customer-centric mindset that turns marketers into healers, where our role is to cure, restore health, soundness and spiritual wholeness." - Raj Sisodia, Thought Leader

EXPERTISE OVERVIEW

WE SPECIALIZE IN:

- PRODUCT + BOOK + FILM + MUSIC TOUR + ALBUM LAUNCHES
- SOCIAL & ENVIRONMENTAL ACTIVISM CAMPAIGNS
- COMPREHENSIVE SOCIAL MEDIA MANAGEMENT
- EMAIL MARKETING
- GRAPHIC DESIGN
- WEBSITE DESIGN & DEVELOPMENT
- EVENT MARKETING
- ANALOG MARKETING
- ENGLISH & SPANISH COMMUNICATIONS

FROM OUR CAUSE, TO YOURS.

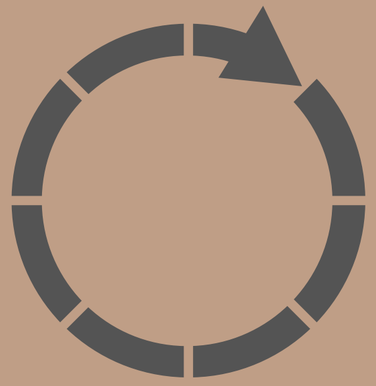
We support social and environmental causes that give to the living world, bring value to communities, and enhance a collective well-being. We are advocates for regeneration, meaning we believe that all relationships on earth have a natural and reciprocal cycle of growth. And we recognize how when organizations speak and act in line with regeneration, our world and its inhabitants live at their highest possible functioning selves.

MARKETING PACKAGES

CUSTOMIZED TO YOUR NEEDS.

TIER 1: ORGANIC GROWTH

TIER 2: COMPREHENSIVE



TIER 3: CAMPAIGN SPECIFIC

TIER 1: ORGANIC SOCIAL GROWTH

STARTING AT 20 HRS/FIRST MONTH, 10 HRS/MONTH ONGOING

The package for established platforms and causes looking to expand their voice and strengthen their presence in their digital communities. Through a fresh lens and smart audience reporting, we'll invigorate your audience around your cause:

- Weekly content calendars and done-for-you posting across up to 4 social channels.
- Personalized community management on your platform's behalf.
- Branding and graphic design.
- Website updates (as needed).
- Analog marketing (Face-to-face communication will never expire).
- Quarterly reporting to ensure your investment in social promotions is rooted in growth.

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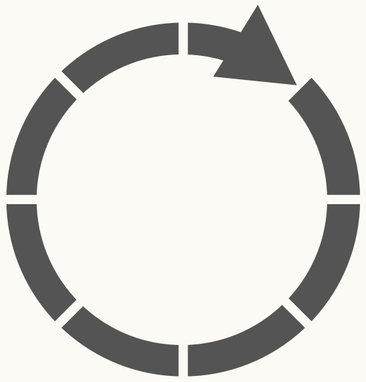
TIER 2: COMPREHENSIVE

STARTING AT 20 HRS/FIRST MONTH, 30 HRS/MONTH ONGOING



For organizations with a strong purpose, ready to grow from the ground up: from strategy, to execution, to results. We'll expand your community through the following:

- Consultation on strategy, planning and execution.
- Asset creation (video & graphic design) & original copywriting formatted to appropriate social networks.
- Weekly content calendars and done-for-you posting across up to 3 social networks.
- Website design.
- Email newsletters.
- Partnership and influencer ideation and integrations, and subsequent publicity.
- Monthly reporting to ensure your investment in social promotions is rooted in growth, including weekly strategic Zoom meetings.
- Any additional activations around your purpose.

TIER 3: CAMPAIGN SPECIFIC

STARTING AT 30 HOURS/PROJECT

Do you need to drive engagement for a specific campaign around your cause? Whether you're launching your first book, hosting a fundraiser, or promoting a call-to-action, we'll drive traffic to your cause, local or national, through the below. If we build it, they will come...

- Launch strategy consultation, planning and execution.
- Launch toolkit and outreach to partners and influencers (as needed).
- Landing page development (as needed).
- Content creation (video & graphic design).
- Promotions and cross-promotions across Facebook groups, IG, YouTube (optional strategy extends to ticketing platforms if event focused).
- All social posting for announcement and sale, event, or activation.
- Website updates at additional cost.

GET IN TOUCH WITH US

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WE LOOK FORWARD TO WORKING WITH YOU

Questions? Let us know!