

WAYS INFINITY CONCEPTS CAN HELP

CONSULTING	BRANDING	CREATIVE	FUNDRAISING	PUBLIC RELATIONS	MEDIA	DIGITAL
Strategic Planning	Brand Audit	Graphic Design <ul style="list-style-type: none"> • Print Ads • Billboards • Resources • Exhibits • Annual Reports 	Fundraising Strategy	PR Strategy	Media Strategy	Digital Strategy
Executive Coaching	Brand Research	Logo Development	Stewardship Campaigns	PR Assessment	Media Analysis	Digital Assessment
Leadership Development	Brand Development	Resource Development	Direct Mail Appeals	Reputation Management	Media Development <ul style="list-style-type: none"> • Strategy • TV Program • Radio Program • Podcast 	Website Development
Team Training	Core Identity	Product Development	Email Appeals	Crisis Management	Media Planning	Email Blasts
Change Management	Brand Essence (Messaging)	Copywriting	Donor Acquisition	Event Management	Media Placement (All Media)	Landing Pages
Team Development <ul style="list-style-type: none"> • Pre-Employment Testing • Everything DiSC Profiles 	Brand Promise	Scripting	Donor Conversion	Media Relations	Spot Production	Ecommerce
Growth Strategies	Brand Identity	Production <ul style="list-style-type: none"> • Audio • Video • Podcast 	Donor Engagement	Influencer Relations	Media Management	Social Media Content
Infrastructure Development <ul style="list-style-type: none"> • Job Descriptions • Organizational Charts • Bylaws 	Brand Positioning	Printing & Mail Shop	Partner Events	Conference Representation	Media Research	Social Media Reporting
Mar-Comm Plans	Brand Guidelines		Major Donor Development	Thought Leader Development	Media Response Reports	Banner Ads
Goal Setting	Brand Alignment		Donor Performance Analysis	Book Promotions	Media Scripting	Digital Name Acquisition
SWOT Analysis	Research <ul style="list-style-type: none"> • Focus Groups • In-Depth Interviews (IDI) • Demographic Research • Competitive Research 		Special Events	Article Placement	Advertising <ul style="list-style-type: none"> • Digital Media • Social Media • Print • TV • Radio • Outdoor 	Digital Donor Acquisition
Management Consulting			Back Office Coordination <ul style="list-style-type: none"> • Gift Processing • Data Entry • Receipt Processing • Phone Center Coordination 	Press Releases	Closed Captioning	Digital Conversion
Executive Search			Feasibility Studies	Content Marketing	Media Scanning	Digital Communication
			Case For Support	Interviews	Earned Media ROI Reports	Digital Optimization (SEO)
			Grant Writing	Social Media	Media Training	Search Engine Optimization (SEO)
			Wealth Assessment	Media Scanning		Keyword Research
						AdWords Strategies
						Engagement Strategies
						Mobile Marketing
						Digital Broadcasting