

Seeking Hope.

SEEKING HOPE IS PREPARING AND TRAINING PEOPLE TO SURVIVE, REBUILD, AND HELP HELP OTHERS IN THE MIDST OF CRISIS.

Using the 7 steps in R7 to help transform vision into reality, Seeking Hope was created & built with M is Good's support every step of the way.

From identifying the brand vision and promise, the branding and web design to messaging and advertising strategy, we've walked alongside the Seeking Hope team through it all. We continue to collaborate and expand the brand by helping to identify the core target audience, monitoring key performance indicators (KPIs), and having weekly marketing huddles to discuss areas of growth and enable change in necessary areas.

Seeking Hope with M is Good.

BRAND MESSAGING

Have you ever thought about what will happen if you or your family was plunged into chaos during a crisis?

Hoping it won't happen to you isn't a strategy. 60% of people experience trauma in their lifetime. - National Center for PTSD

The suicide rate increased by more than 30% than half of the states from 1999 to 2016. In some states, that increase was as high as 58%. - CDC

And every year natural disasters kill around 60,000 people and affect close to 160 million people worldwide. - World Health Organization

It's clear that we will all face some sort of trauma or crisis in our lifetime. The question isn't if, it's when. We desperately need a strategy to prepare and cope with the effects of trauma in our lives.

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WEBSITE & SOCIAL MEDIA CREATIVE



Results.

During Seeking Hope's partnership with **M is Good**, they have developed and launched a brand to make an impact and bring hope in the midst of crisis. The clarity of their message has created a robust team within the company, which has contributed to greater success.

INTANGIBLES

- Increased clarity of company vision.
- Supported audience with informational guides and resources.
- Influenced organizations and nonprofits to implement crisis management strategies.
- Reached new target markets through digital and traditional marketing efforts.

METRICS

2000%

Increase in site traffic.

600%

Increase in organic traffic.

20%

Increase in email subscribers.



Chimneys Plus's branding & messaging were very business-centric, & they lacked a focused & clear marketing strategy to reach their target audience.

M is Good collaborated with the Chimneys Plus team to develop a clear new brand and new brand messaging that shifts the lens to consumer-centric. We also developed an advertising strategy to generate more leads. After developing the messaging and creating the advertising strategy, we executed the campaign, and continue to collaborate and optimize by monitoring key performance indicators (KPIs)

Chimneys Plus with M is Good.

BRAND MESSAGING

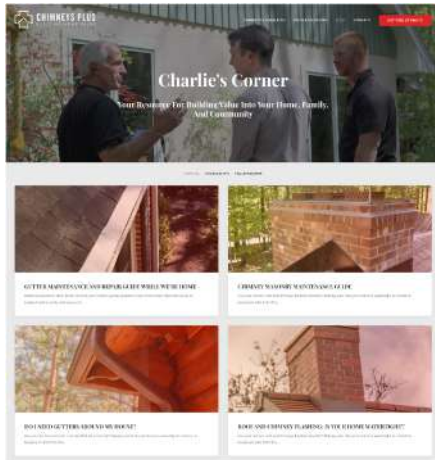
Our home is the epicenter to capture memories. It is a place to celebrate milestones, and capture those God given moments. These moments turn into stories and end up as exaggerated stories that are passed down from generation to generation.

Time with loved ones is precious and it feels like life is always interrupting. We all need help to protect that time together because the best moments—the moments that remind you just how sweet life really is — happen at home.

As a family-first business that is inspired to care for your family we know the significance of what happens when you spend quality time at home and in your community. We are dedicated to building exceptional value in your home and neighborhood, so that we can help your community protect and enjoy your homes, by simplifying your home maintenance.

When you trust Chimney's Plus to protect your home, you can get back to what matters most - building relationships and memories that last a lifetime. So as your family and neighbors gather together to celebrate and enjoy one another, share stories and laughs, you can feel safe and warm, and focus on what matters most.

BLOG & SOCIAL MEDIA CREATIVE



Results.

During Chimney Plus's partnership with **M is Good**, they have experienced their most profitable stretch in the last ten years. The clarity of their message has created a robust team within the company, which has contributed to greater success. Chimneys Plus has seen increased excitement both within their team internally and in their clients' response.

INTANGIBLES

- Improved employee engagement
- Increased customer satisfaction
- Increased clarity of company vision
- Unified visual identity of fireplace and gutter services across all touch-points
- Modernized company image and brand
- Reached new target markets through digital and traditional marketing efforts.

METRICS

636%

Increase in qualified leads due to account optimizations.

227%

Increase in SEO (organic) traffic from 2017 to 2019.

327%

Increase in total leads from 2016 to 2018.

Using the 7 steps in R7 to help transform vision into reality, Defender Gear's brand was created & built with M is Good's support every step of the way.

From identifying the brand vision and promise, the branding and web design to messaging and advertising strategy, we've walked alongside the Defender Gear team through it all. After developing the brand, design, messaging and the advertising strategy, we continue to collaborate and expand the brand by monitoring key performance indicators (KPIs) and having consistent marketing huddles.

Defender Gear with M is Good.

BRAND MESSAGING

If passion for freedom burns in your heart, it's time to stand proudly and boldly uphold the rights that so many men and women laid down their lives for.

We must defend our freedoms, and live a life of purpose and passion that honors the sacrifices that have been made.

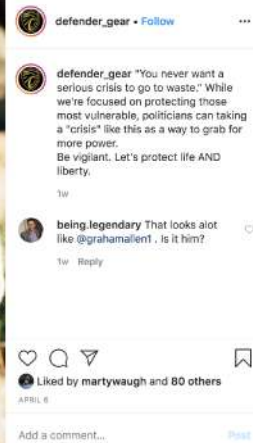
Let's take a stand together not for you or for me, but for our children and grandchildren.

When you put your defender gear apparel on, it's not just a piece of clothing with the American flag on it. It's a symbol of you breaking free from the silence, your spirit of independence, the same as our Founders. It is a proclamation of freedom. It is a demonstration of dedication and loyalty to this great country. It's an act of preservation for the American way of life. It's an act of rebellion against the forces of elitism, progressivism and big government.

Defender Gear.

DEFENDER GEAR IS A BOLD AMERICAN LIFESTYLE BRAND MADE FOR THOSE WHO LIVE A LIFE OF PURPOSE, PASSION, & LOVE FOR OUR COUNTRY.

WEBSITE & SOCIAL MEDIA CREATIVE



Results.

During Defender Gear's partnership with M is Good, they have developed and launched a bold American lifestyle brand made for those who fearlessly and courageously live a life of purpose and passion. Today there is a clear strategy for the market and demographic the company should be targeting. The brand promise and

message is now articulated consistently throughout all touchpoints - website, social media, email, and ads.

INTANGIBLES

- Increased clarity of company vision.
- Higher customer satisfaction.
- Reached new target markets through digital and traditional marketing efforts.

METRICS

248%

Increase in revenue from 2017 to 2019.

335%

Increase in organic traffic from 2017 to 2019.

20%

Increase in website conversion rate from 2017 to 2019.