



**VSSL FOR CHANGE**  
**PARTNERSHIP**  
**PROGRAM**





# WHO IS VSSL?

VSSL Agency is a full-service creative digital marketing agency located in San Diego with clients spanning multiple industries in B2B and the late-stage start-up space. Our leadership has always had an interest in supporting local non-profits and giving back through volunteer opportunities and donations, but in the events of 2020, our employees gathered together to formally create our VSSL for Change grassroots division to amplify our impact both internally, and in our community.

# WHAT IS VSSL FOR CHANGE?

VSSL for Change's mission is to cultivate an inclusive workplace and empower our crew to make positive change through education, discussion, and giving back. Our pillars of engagement are: Learn, Empower, Act and Discuss.

As part of VSSL for Change and VSSL as an organization, we're excited to share our **VSSL for Change Marketing Support Partnership program**. This program is an opportunity to share the work we do for our B2B clients with non-profits that align with our values, with a focus on empowerment and change – which is why we reached out to you! The engagement is 6 months and includes marketing support (creative collateral, social media creative, branding, SEO, email marketing, etc.) based on your needs.

## Option #1

# SEO OPTIMIZATION

You have a website but it doesn't get great traction, and you are looking to amp-up your online visibility and impact.

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### DELIVERABLES

#### Month 1

##### Strategic Foundation + Initial Quick Wins

- Google Analytics audit and goals setup
- Google Tag Manager audit and review
- Site quality crawl of existing .com site and recommendations
- Initial competitive analysis and share-of-voice report

#### Month 2

- Full website audit and content analysis
  - Including comprehensive content strategy analysis across blog and social media
  - H1/H2 headline strategy and key phrase content recommendations
- SEO page prioritization (10 pages)
  - To define which pages are a top priority from a business goals perspective and which pages need priority in terms of SEO care

#### Months 3-5

- Ongoing Google Analytics ownership and optimizations
- Monthly SEO reporting to review keyword movement, traffic, KPIs and goals
- Key page SEO analysis and recommendations on content (2 pages/month)

#### Month 6

- Final Domain Authority, Keyword Audit and Share-of-Voice reports
- Final Full website audit and content analysis
  - Including recommended content strategy across blog and social media
  - Key phrase content recommendations

### REQUIREMENTS

- Access to website backend
- Google Analytics
- Tools like SEM rush if available
- GTM
- Google Search Console
- Brand voice or Brand Guide

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests

## Option #2

# SOCIAL MEDIA STRATEGY & CREATIVE

You have social media but are looking to promote a specific initiative or spice up your social feeds.

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### DELIVERABLES

#### Month 1

- Kickoff & goal setting call
- Initiative creative content exploration

#### Months 2-6

- Social media calendar
- 4x social media posts/month

### REQUIREMENTS

- Brand guide
- Access to social accounts
- Client to provide outline of monthly content calendar
- No more than 2 platforms will be included
- VSSL will not post to social channels on behalf of client

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests

## Option #3

# HUBSPOT TEMPLATE PROGRAM

You have HubSpot, but aren't able to use it to its full capabilities. We can get you set up with easy to use templates for landing pages, emails and much more.

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### DELIVERABLES

#### Month 1

- System set-up & optimization
- Campaign deliverables outline

#### Months 2-6

- Choose one of the following per month:
  - 1x HubSpot form landing page design and build
  - 1x new drag and drop email template design and build
  - 1x newsletter template, plus one newsletter per month
  - 1x email campaign rather than newsletter
  - 1x chatbot for the website
  - 1x Sign up template
  - 1x donation template
  - 1x event template
  - Updating existing templates

#### Month 6

- Optional HubSpot training

### REQUIREMENTS

- Brand guide
- Access to HubSpot account

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests

## Option #4

# EMAIL NURTURE CONTENT CREATIVE SUPPORT

You have HubSpot and are looking to set up more frequent email nurture programs, but need help outlining the structure, content and cadence.

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### DELIVERABLES

#### Month 1

- Kickoff & goal setting call
- 1x new drag and drop email template design and build
- Content for nurture identified

#### Months 2-6

- 1x email nurture calendar/month
- 3-4x emails/month

### REQUIREMENTS

- Need to be on HubSpot and have a built out list
- Brand guide
- Access to HubSpot account

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests



## Option #3

# EVENT COLLATERAL

You have an event coming up that needs marketing support. We can help with anything from small format collateral, to swag or digital design. Every month we'll work with you to design and hand off to vendors.

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### DELIVERABLES

#### Month 1-6

- Choose 2 per month
  - Environmental graphic (pull ups, signs, table cloths, etc.)
  - Small format collateral (brochures, one-sheets, postcards, etc.)
  - Swag item (water bottle, pens, t-shirts, stickers, etc.)
  - Deck design (limit to 20 slides)

### REQUIREMENTS

- Brand guide
- Client supplies all copy/content
- Client responsible for printing costs
  - VSSL can source vendors or work with client's current vendors
- Client must ensure adequate lead time for print collateral

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests

## Option #6

# BRAND POSITIONING/ VISUAL EVOLUTION

You are looking to reposition your brand/ brand voice or have a specific brand/ brand voice created for a campaign or initiative.

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### DELIVERABLES

#### Month 1

- Kickoff
- Brand Audit Part 1

#### Month 2

- Brand Audit Part 2
- Presentation

#### Month 3

- Brand Positioning
- Presentation

#### Month 4

- Moodboard Designs Part 1
- Presentation

#### Month 5

- Moodboard Designs Part 2
- Presentation

#### Month 6

- Deliver light brand guide with positioning and new visuals

### REQUIREMENTS

- Brand guide if it exists, or reference materials
- Access to non-profit team for research purposes
- Month 1 will require several meetings and exchanges to ensure we have access to your team for questions and general intake

### ENGAGEMENT CADENCE

- Email updates bi-monthly
- 1x meeting/month
- No ad hoc requests



• put us  to work.



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