



DEVCOLLABORATIVE

NON-PROFIT FOCUSED WEB DEVELOPMENT FIRM



SITUATION

DevCollaborative is a progressive web development firm focused on building accessible and sustainable websites for nonprofit organizations.

They struggled with building a strong pipeline of clients that have the type of need that they can solve that are willing to invest an appropriate amount of money to get the results they want. SMC developed a marketing strategy and implementation plan that gives them a framework and clear path forward in their marketing

"Sarah is patient, kind, flexible, and responsive. We're a very small business, and Sarah helped us focus and structure our tangled mess of marketing thoughts and ideas into our very first marketing strategy, with practical, actionable next steps. We've got more confidence in how to approach marketing going forward, and we plan to get Sarah's help again in the future."

JOHANNA BATES

Co-Owner of DevCollaborative

RESULTS



100% IDEAL CLIENTS

All clients in DevCollaborative's pipeline now meet their ideal client criteria



INCREASED CLARITY

DevCollaborative now has stronger clarity on what actions to take to implement their marketing.



MESSAGING BASED ON DIFFERENTIATORS

DevCollaborative now knows what messaging to use in their marketing to reach their ideal clients.