



YOUR BRAND + MARKETING PARTNER FOR ONE PREDICTABLE MONTHLY COST

NOVELLA RETAINER PROGRAM

\$4,200/MONTH

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\$50,400 ANNUAL

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UP TO 30 HOURS/MONTH

YOUR ORGANIZATION IS GROWING, YOUR BRANDING & MARKETING NEED TO GROW WITH IT.

WHATS INCLUDED

BRAND STRATEGY

Brand assessment
Positioning
Messaging

CREATIVE & CONTENT

Campaign development
Social content
Copywriting
Design & production
Squarespace website design/build

MARKETING STRATEGY

Annual/quarterly plans
KPI's
Campaign strategy

BRAND DESIGN

Identity refinement
Logo systems
Visual brand systems

WHATS NOT INCLUDED:

Paid media	Printing
Public relations	Travel
Large-scale photography/video	WP/Shopify development costs

For less than one entry-level marketer, you get:

A brand strategist

Writers

A creative director

Marketing strategists

Designers

Content creators

COMMON CHALLENGES WE SOLVE



Difficulty standing out



Fragmented messaging



Brand no longer reflects who you are



Overextended 1-3 person marketing team



Inconsistent creative output



Pressure from boards or leadership



Need for reliable, ongoing strategy + execution

WHAT WE CAN BUILD IN 12 MONTHS

Your retainer is flexible – we prioritize the work that moves your brand forward. Some examples:

Brand identity + messaging	Website content
Multi-channel campaigns	Fundraising + donor messaging
Social content systems	Collateral + environmental graphics
Annual marketing plan	Impact/annual reports

HOW IT STARTS:

1

BRAND & MARKETING ASSESSMENT

2

GOAL ALIGNMENT SESSION

3

12-MONTH STRATEGIC ROADMAP

READY TO GET STARTED?

LET'S TALK!