

Marketing for Good.

- Purpose Driven Marketing for Mission Driven Brands -

LEVERAGE

Our mission.

We help purpose driven brands.

Our mission is to help purpose driven brands enhance awareness, inspire action, and amplify their impact on the communities they serve through award-winning digital marketing.



Our promise.

Marketing for Good.

We're not your typical ad agency. We provide marketing services with a purpose on behalf of socially conscious organizations. In fact, we are so committed to helping the communities our clients serve, that we donate 5% of first month's services to a cause or charitable organization of their choice.

However, we don't stop there.



Community involvement.

Whether it be through time, talent, or treasure, the LEVERAGE family is always looking for opportunities to give back each and every year.



Our why.

We've worked with a number of notable brands, and have won numerous accolades over the last fourteen years.

However, we found that **helping purpose-driven brands and having a positive impact** on both the organizations and the people they serve is what's most rewarding.

It's the reason we do what we do.



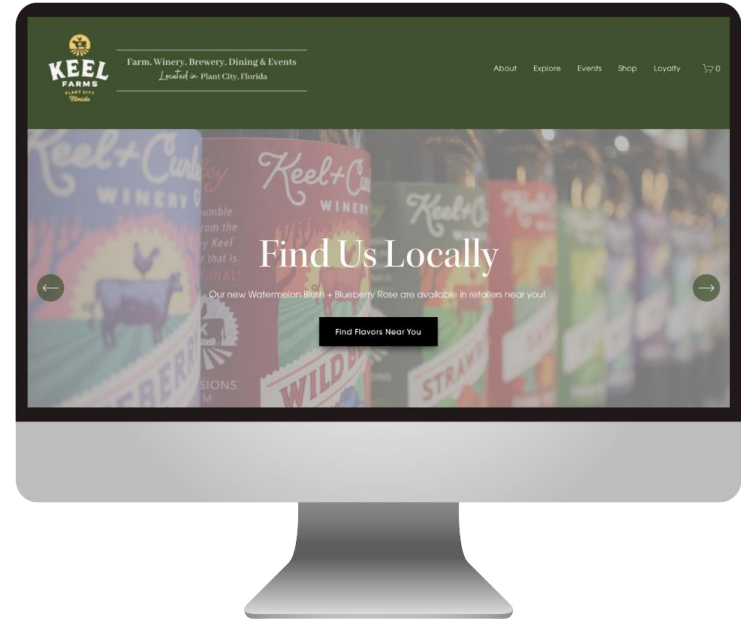


While we don't do what we do for awards and accolades, we've received a few along way.



Keel & Curley

Digital Strategy Workshop



Client Brief

Client Summary

Keel & Curley Wine is available in over 800 Publix stores throughout the state, in addition to Total Wine, ABC Fine Wine & Spirits, and Walmart. Wine is also available for purchase online and at their tasting room in Plant City.

Offering includes sweet fruit wines with unique flavors, and are categorized as an affordable luxury brand, with wine averaging \$12 per bottle in stores.

As a family-owned Florida farm that has been making wine for 20 years, they are a staple in Plant City, and value being a sustainable, farm-fresh Florida brand.

Target Audience

- Women, ages 35-65
- Household income \$50k-\$100k
- Prefer sweet and refreshing flavors, “not your typical wine drinker”

Primary Objective

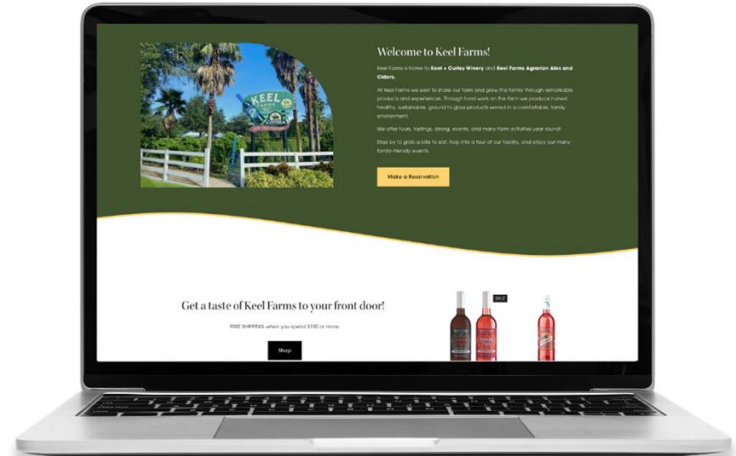
- To increase in-store wine sales



Website - KeelFarms.com (Group 1)

Evaluate and provide recommendations for improvement.

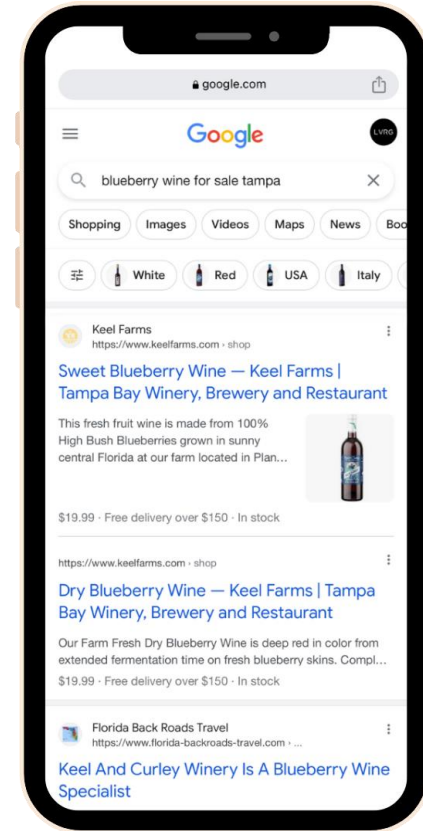
- Some questions to consider:
 - a. Is website user friendly?
 - b. Is website mobile friendly?
 - c. Can you easily find the store locator page?
 - d. Is the store locator feature easy to use?
 - e. What improvements would you suggest?



Organic Search / SEO (Group 2)

Evaluate and provide recommendations for improvement.

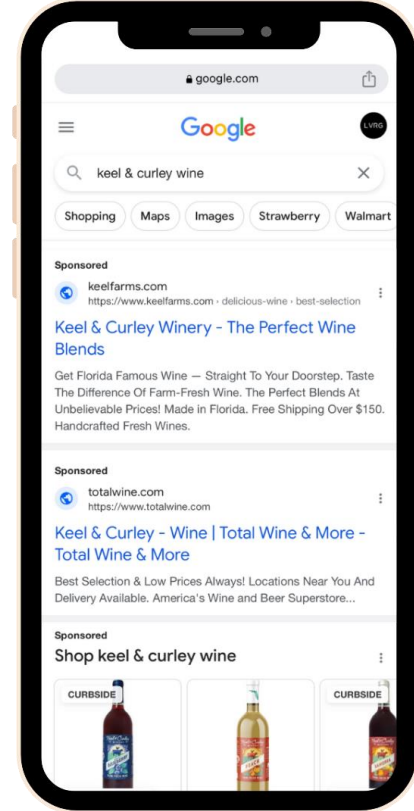
- Some questions to consider:
 - a. Can you easily find their website when searching “Keel & Curley Wine” (branded search)
 - b. Can you easily find their website when searching “blueberry wine for sale Tampa” (non-branded search)
 - c. What other keywords should they target?
 - d. Is the search result informative? Would you click-through?
 - e. What improvements would you suggest?



Paid Search / SEM (Group 3)

Evaluate and provide recommendations for improvement.

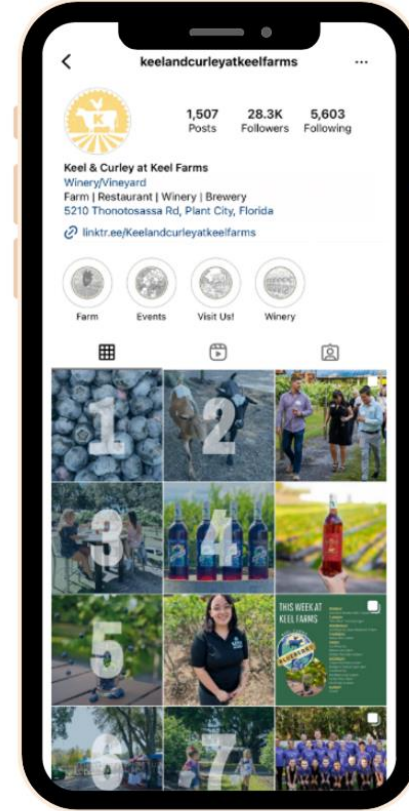
- Some questions to consider:
 - a. Can you easily find their website when searching “Keel & Curley Wine” (branded search)
 - b. Can you easily find their website when searching “blueberry wine for sale Tampa” (non-branded search)
 - c. What other keywords should they target?
 - d. Is the ad copy informative and compelling? Does it contain a clear call-to-action?
 - e. What improvements would you suggest?



Social Media (Group 4)

Evaluate and provide recommendations for improvement.

- Some questions to consider:
 - a. Is Keel Farms active on the right platforms?
 - b. Are they posting content regularly?
 - c. Is their content engaging?
 - d. Are they utilizing video?
 - e. What improvements would you suggest?



Present Findings & Recommendations

Each group to designate one person to present their findings and recommendations.



Scholarship

The LEVERAGE Scholarship for Future Marketing

Professionals will award \$5,000 over the next five years to graduate students who are currently pursuing or planning to pursue a career in marketing and advertising.

All awards will be based on merit and financial need, and applications will be open for students pursuing Master of Science in Marketing and Master of Business Administration degrees.



The LEVERAGE Scholarship
for Future Marketing Professionals



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