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Let's get your message out

Digital Strategy Kickoff

Establishing a measurement system to help determine the effectiveness of your digital marketing strategy.

Why This Exists And The Problem It Solves

Digital marketing is a powerful way to get your message out — but most businesses and nonprofits invest in it before they have the right foundation in place. They run ads without knowing if they're reaching the right people. They post on social media without knowing if it's driving anything. They focus on tactics — SEO, social media, paid ads — without any way to measure whether any of it is working.

The problem is that digital marketing is often done in silos, rarely coordinated, and almost never properly measured. Without the right measurement in place, you're guessing.

Whether you plan on doing your own digital marketing or outsourcing it, having clean measurement and a solid foundation will provide the guidance needed to make smarter decisions — and stop wasting money on things that aren't working.

What We Do

The Digital Strategy Kickoff fixes that. It builds the measurement infrastructure, optimizes the foundation, so that every digital effort going forward has something real to stand on. It provides a single source of truth for your digital marketing efforts. We leverage powerful no-cost tools (GA4, Google Search Console, Google Business Profile) to make sure your organization is ready to track (and adjust) their digital marketing efforts.

Who It's For

- Established businesses that have some digital presence but no clear picture of whether it's working.
- Businesses starting an ongoing digital marketing engagement who need the right infrastructure in place first.
- Business owners who have tried ads or SEO but couldn't measure whether any of it worked.
- Anyone ready to stop guessing and start knowing.



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The Process

Step 1 — Digital Strategy Blueprint

We always start with strategy, your strategy. The DSB is a structured diagnostic that identifies who you're trying to reach, whether your digital presence reflects that, and helps close the Digital Clarity gap. The DSB also provides insight on your unique strengths as a business or nonprofit. This becomes the framework for everything that follows. *(Note: If you had a DSB completed in the prior 6 months - that can be used instead of creating a new one)*

Step 2 — GA4 Setup and Measurement

Google Analytics 4 becomes your single source of truth. We set it up correctly (or audit what's already there), configure conversion tracking so you can see the actions that actually matter — calls, form fills, bookings — and connect it to your other Google tools. Most GA4 accounts we audit are either not set up or set up in a way that makes the data meaningless. We fix that.

Step 3 — Google Search Console Setup and Evaluation

GSC shows you how people are actually finding you in search — or not finding you. We set it up, link it to GA4 and your Google Business Profile, and establish a baseline of what's working organically. This becomes one of the most valuable data sources for understanding how people are searching for your company.

Step 4 — Google Business Profile Optimization

For local businesses, GBP is one of the highest-value assets you have — and most are incomplete. We build it out fully: services, categories, description, photos, attributes, and UTM tagging so traffic from your profile shows up correctly in GA4. A well-optimized GBP is often the fastest win in the engagement in the local market.

Step 5 (Bonus) — One Targeted Ad Campaign

We launch one campaign — Google Ads, Local Services Ads, or Meta — targeted at the audience identified in the DSB. This creates immediate visibility and lead generation while the longer-term foundation work takes hold. Ad spend is billed separately.

What's Included

At the end of the kickoff, you will have a clear single-source of truth for your digital marketing efforts through GA4, a complete Google Business Profile, and accurate reporting through Google Search Console. In addition, if you choose the option, you will have a paid ads campaign set up and ready to go.



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What's Not Included

- Ad spend — billed separately based on your budget and campaign goals.
- Ongoing content creation — not part of this engagement.
- Wholesale website redesign — minor edits are covered; full redesigns are a separate project.
- Ongoing monthly monitoring — This is a one-time cost.

Cadence and Format

Contract	One-time fixed fee of \$1,500. Not a retainer. (Cost is \$2,000 if no DSB done)
Timeline	Typically completed over 4-6 weeks depending on access to accounts and client availability.
Requirements	Access to GA4, GSC, GBP, website backend, and any existing ad accounts.
Next Step	Moves naturally into the Digital Strategy Advisor/Engagement/Coordinator for further implementation.

Why It's Different

Most vendors start with tactics — SEO, Content creation, social media campaigns. We start with a question: are you set up to actually reach the right people online? The DS Kickoff builds the infrastructure to start answering that question.

By the time the Kickoff is complete, you won't just have campaigns running. You'll understand how people are finding you and what channels are working the best.

Strategy before tactics. Activity that is measured.

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