

WAYS INFINITY CONCEPTS CAN HELP

CONSULTING	BRANDING	CREATIVE	FUNDRAISING	PUBLIC RELATIONS	MEDIA	DIGITAL
Strategic Planning	Brand Audit	Graphic Design	Fundraising Strategies	PR Assessment	Media Analysis	Digital Assessment
Executive Coaching	Brand Research	<ul style="list-style-type: none"> Print Ad 	Stewardship Campaigns	Reputation Management	Media Development	Website Development
Leadership Development	Brand Development	<ul style="list-style-type: none"> Billboard 	Direct Mail Appeals	Crisis Management	<ul style="list-style-type: none"> Strategy 	Email Blasts
Change Management	Core Identity	<ul style="list-style-type: none"> Resource 	Email Appeals	Event Management	<ul style="list-style-type: none"> TV Program 	Landing Pages
Team Development	Brand Essence (Messaging)	<ul style="list-style-type: none"> Exhibits 	Donor Acquisition	Media Relations	<ul style="list-style-type: none"> Radio Program 	Ecommerce
<ul style="list-style-type: none"> Pre-Employment Testing Everything DiSC Profiles 	Brand Promise	<ul style="list-style-type: none"> Annual Reports 	Donor Conversion	Influencer Relations	Podcast	Social Media Content
Growth Strategies	Brand Identity	Logo Development	Donor Engagement	Integrated Messaging	Media Planning	Social Media Reporting
Infrastructure Development	Brand Positioning	Resource Development	Partner Events	Conference Representation	Media Placement (All Media)	Banner Ads
<ul style="list-style-type: none"> Job Descriptions Organizational Charts Bylaws 	Brand Guidelines	Product Development	Major Donor Development	Thought Leader Development	Spot Production	Digital Name Acquisition
Mar-Comm Plans	Brand Alignment	Copywriting	Donor Performance Analysis	Book Promotions	Media Management	Digital Donor Acquisition
Goal Setting	Research	Scripting	Special Events	Article Placement	Media Research	Digital Conversion
SWOT Analysis	<ul style="list-style-type: none"> Focus Group 	Production	Back Office Coordination	Press Releases	Media Response Reports	Digital Communication
Media Consulting	<ul style="list-style-type: none"> In-Depth Interview (IDI) 	<ul style="list-style-type: none"> Audio 	<ul style="list-style-type: none"> Gift Processing Data Entry 	Content Marketing	Closed Captioning	Search Engine Optimization (SEO)
Digital Consulting	<ul style="list-style-type: none"> Demographic Research 	<ul style="list-style-type: none"> Video 	<ul style="list-style-type: none"> Receipt Processing Phone Center Coordination 	Interviews	Media Scripting	Keyword Research
Management Consulting	<ul style="list-style-type: none"> Competitive Research 	Printing & Mail Shop	Case For Support Development	Social Media	Advertising	AdWords Strategies
			Grant Writing	Media Scanning	<ul style="list-style-type: none"> Social Media 	Engagement Strategies
			Wealth Assessment	Earned Media ROI Reports	<ul style="list-style-type: none"> Print 	Mobile Marketing
				Media Training	<ul style="list-style-type: none"> TV Radio Outdoor 	Digital Broadcasting