



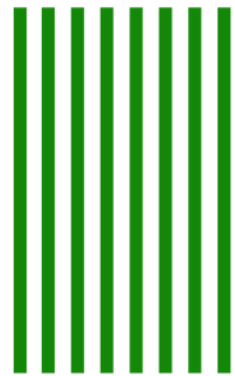
**SUSTAINABLE INITIATIVES**

YOU IMAGINE. WE IMPLEMENT.

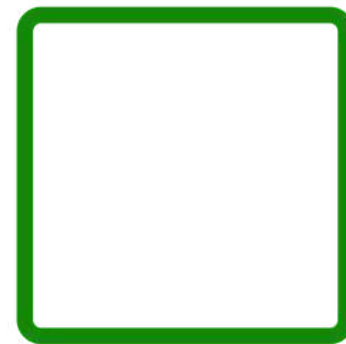
Sustainable **Initiatives** is a creative marketing firm that implements ideas strategically, with your goal to profit in mind.

**IDEA** | **STARTUP** | **GROW**

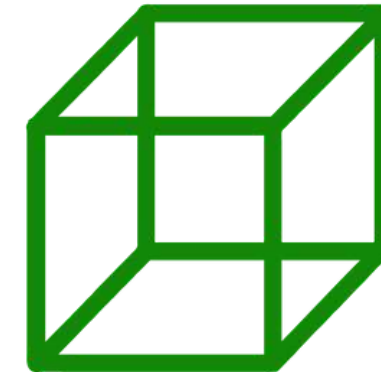
Our projects evolve with us.



CONCEPT



MINIMUM VIABLE PRODUCT

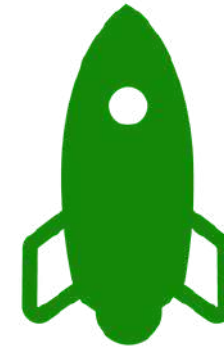


SCALE

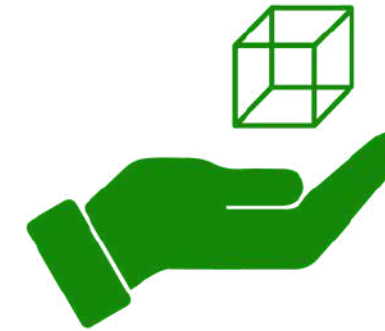
# OUR CAPACITIES



**CREATIVE  
STRATEGY**



**BRAND  
DEVELOPMENT**



**PRODUCT  
MANAGEMENT**



**SPONSORSHIPS  
& PARTNERSHIPS**



**CONTENT CREATION  
& DEVELOPMENT**



**PROJECT  
MANAGEMENT**



**SOCIAL MEDIA  
MANAGEMENT**



**BRAND ACTIVATION  
& EVENT PRODUCTION**

# MEET YOUR TEAM



**Brandy,  
Founder**  
Creative + Strategic



**Chauncey,  
Communications**  
Clear + Incisive



**Andrea,  
Client Success Manager**  
Intentional + Vibrant



**Rahley, CRO**  
(Chief Relaxation Officer)  
Chill + Calm



**Renee,  
Billing Manager**  
Resourceful + Structured



**Randy,  
Branding**  
Inventive + Meticulous



**Laurencia,  
Client Success Manager**  
Diligent + Insightful

# CONNECTIONS

Collaboration is our secret ingredient. When needed, we select from our network of creative and technical specialists to tailor the best team for each project.

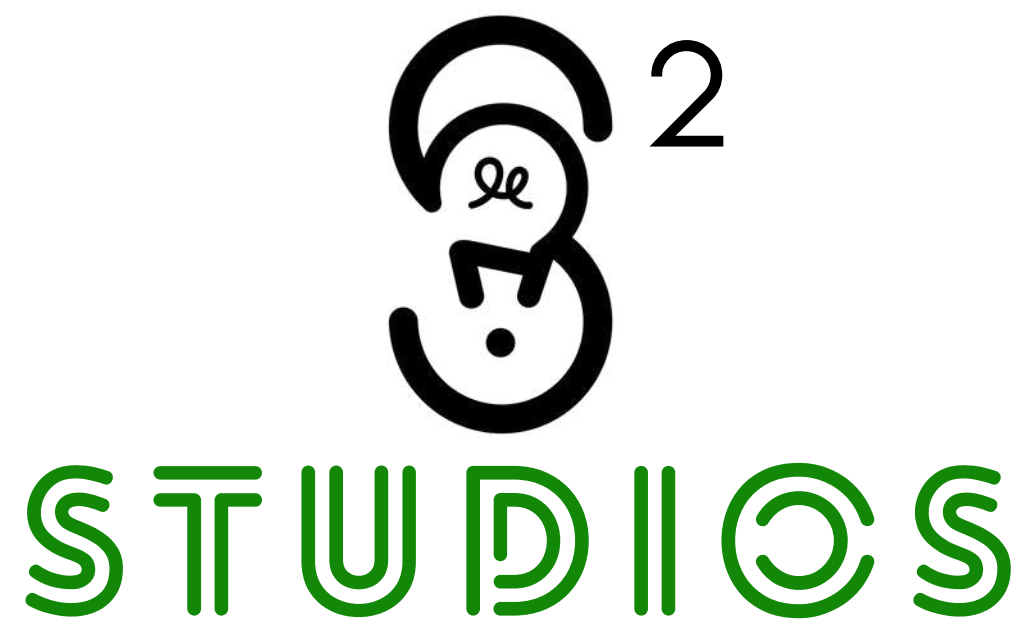
These partners are experts in their industries and work as an extension of our team to best serve our clients.

**Songwriters**  
**SEO**  
**Media Ad Sales**  
**Screenwriters**

**App Development**  
**Public Relations**  
**Online Media Buying**  
**Video Directors**

**Music Producers**  
**Video Producers**  
**Product Photography**  
**Illustrators**

# HOW THE **MAGIC** HAPPENS



## WHO WE ARE

We're a team of experts who are dedicated to clarifying, researching, creating, and delivering engaging branded content that achieves the goals of our clients.

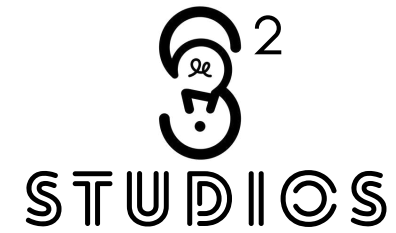
## WHAT WE DO

We're here to tell your brand's story. From defining who you are to connecting with your audience, we make sure that your story lands.

## OUR ADVANTAGE

The key to a successful idea isn't how good it is. Instead, effective ideas are clear, focused, and well-executed. These are our superpowers.

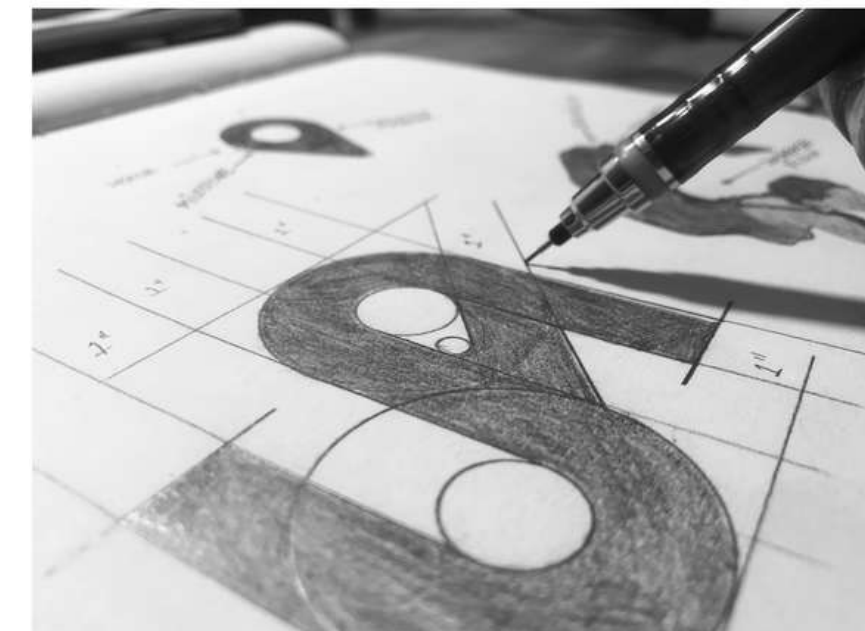
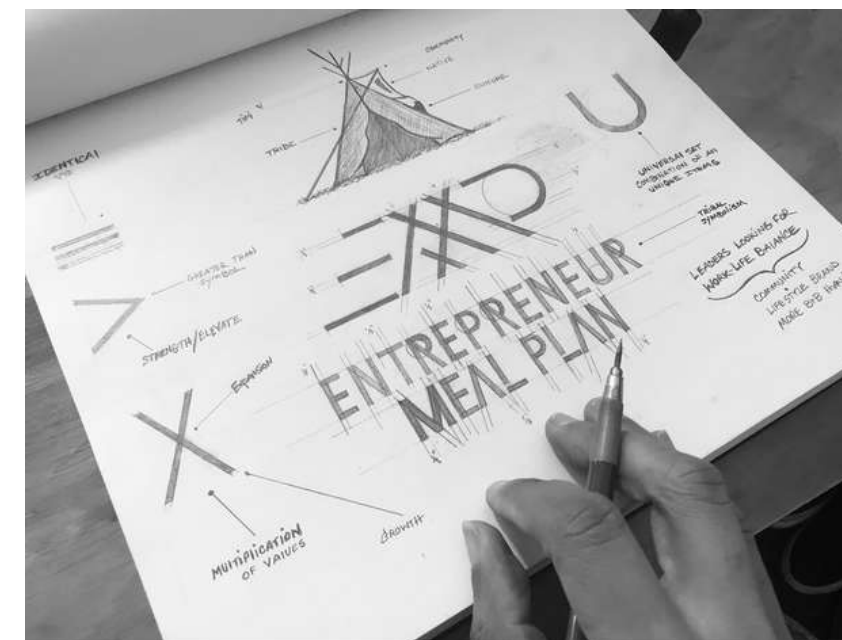
# CREATIVE STRATEGY



Smart design starts with a plan. Without a clear direction, you'll be running around in circles instead of to the finish line.

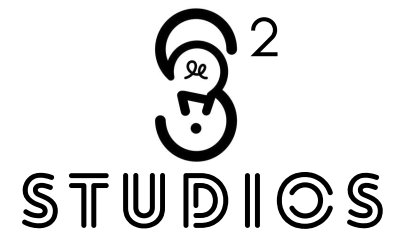
The first step for all of our engagements is finalizing a strategy. We optimize creative assets to align with business goals.

- **IDEATION**
- **STRATEGIC PLANNING**
- **DIGITAL STRATEGY**
- **BRAND STRATEGY**
- **CAMPAIGN STRATEGY**



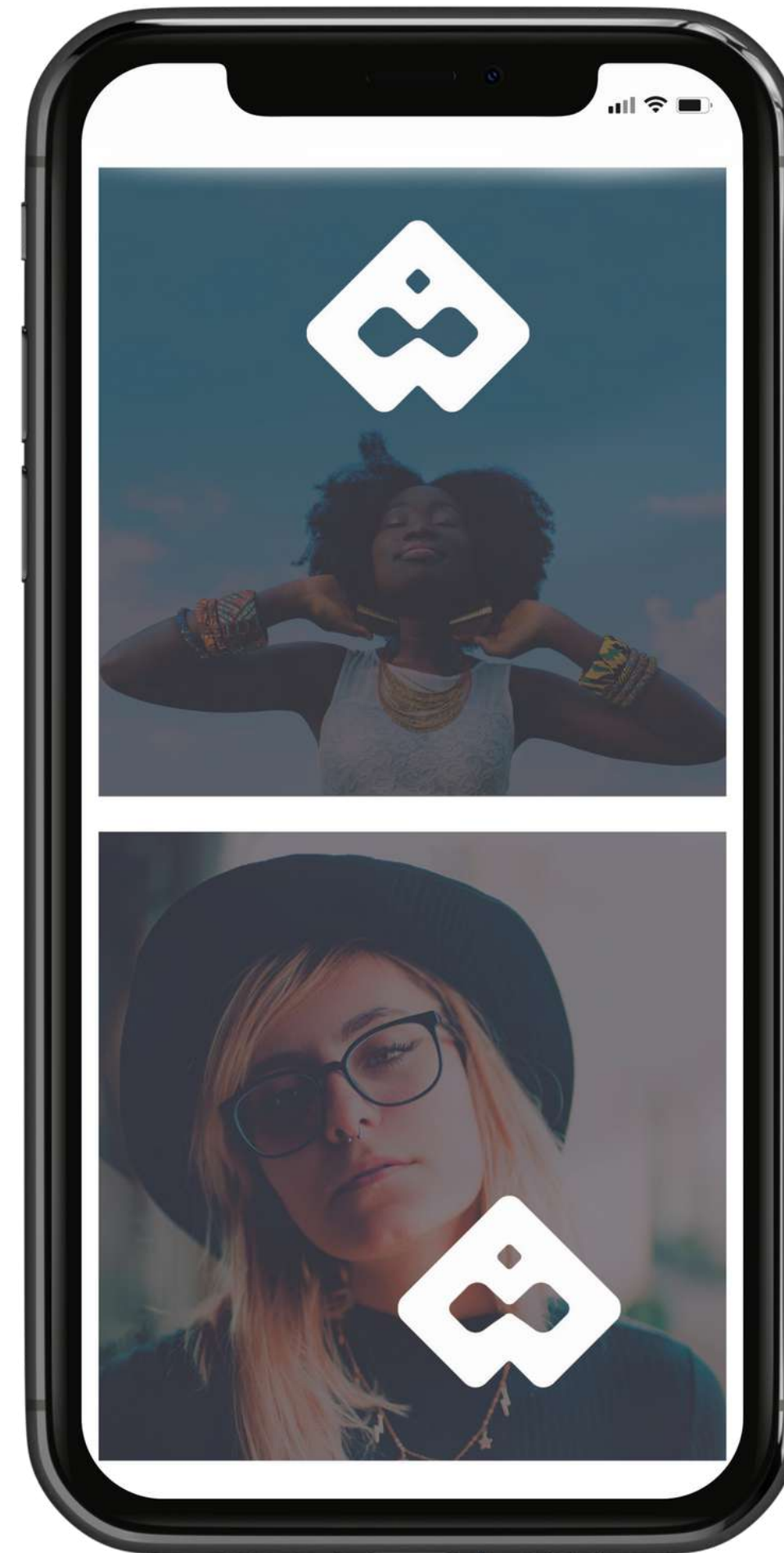


## BRAND DEVELOPMENT

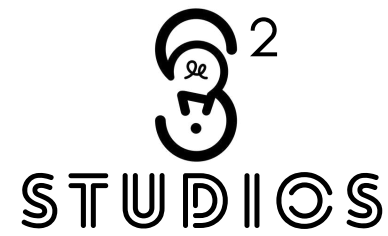


To build a successful brand, you have to be strategic. Your company's image, products, and services must distinguish it from its competitors. It's more than just a logo. What people actually say about your brand is what counts. We'll help you craft a story that captures your audience and your essence.

- **BRAND IDENTITY**
- **BRAND MARK**
- **BRAND MOCKUP**
- **BRAND STORY**



# PRODUCT MANAGEMENT



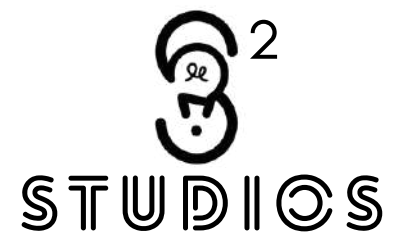
Time and time again, we've seen how difficult it is to create something out of nothing. No matter how good your idea is, you need the right team in place to make it shine. You need a team that specializes in product management.

Product management is the process of directing every stage of the product life cycle, from research and development to testing and positioning. It's how we consistently turn bare-bones ideas into fully fleshed-out products.

- **PRODUCT DISCOVERY**
- **PRODUCT PLANNING**
- **PRODUCT DEVELOPMENT**



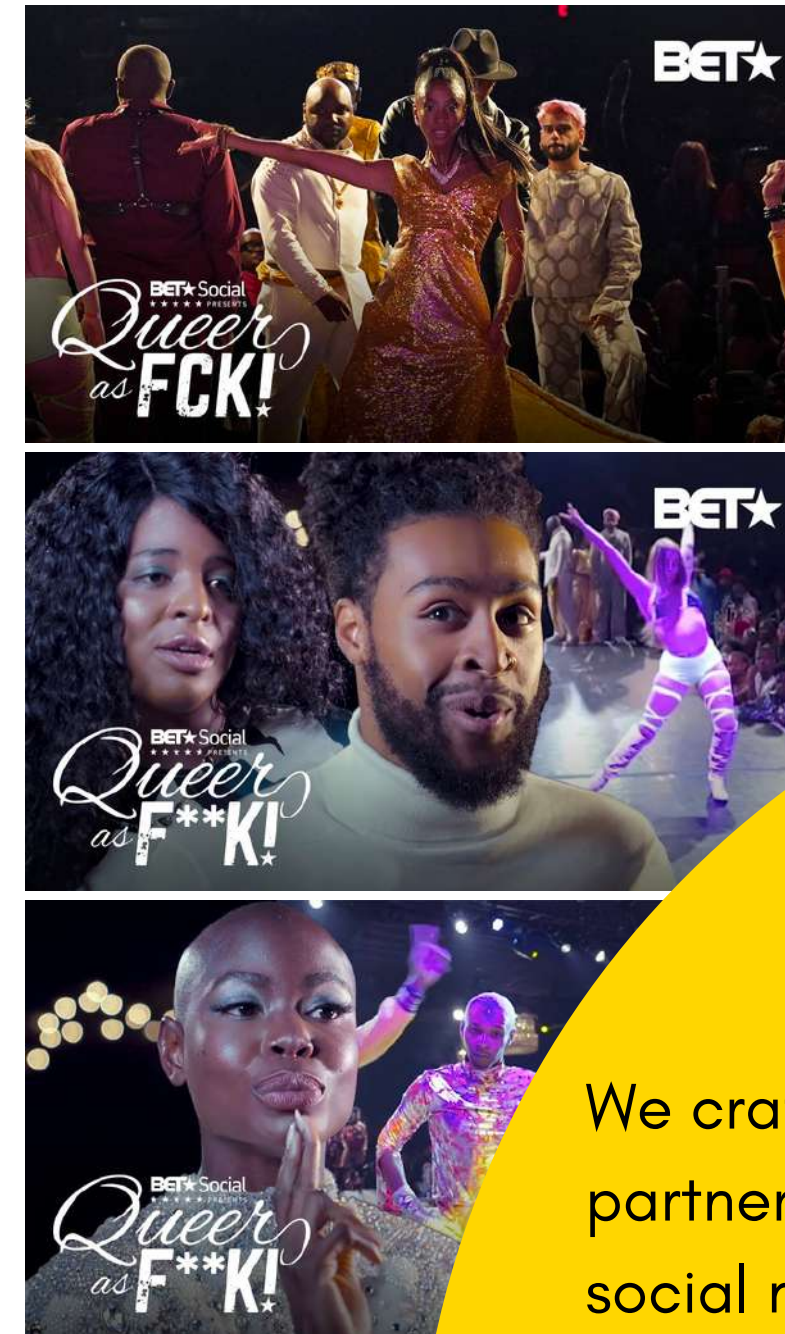
# PARTNERSHIPS & SPONSORSHIPS



Sponsors want a compelling, memorable audience experience that ultimately supports their business goals. It seems straightforward. But getting there isn't always easy.

Emerging technology is transforming activations at events. Digital extensions are opening up bold, new sponsorship possibilities. A sponsorship strategy is key to creating engaging opportunities for sponsors to meet everyone's business goals.

- PARTNERSHIP PLANNING
- SPONSORSHIP PROPOSALS
- SPONSORSHIP ACTIVATIONS
- MEDIA KITS
- PITCH DECKS



We crafted House of LaBeija's BET partnership pitch, which resulted in a social media campaign that yielded **87.5K** views in its first week and over **1M views** to date.

# CONTENT CURATION & DEVELOPMENT



Content development services eliminate the horror most companies associate with the development process.

We'll help you design a high-quality content strategy that's an integral part of your larger strategic marketing plan and can be tailored for specific initiatives. We'll produce content that your audiences will enjoy reading, viewing, and sharing, thereby generating leads.

- **EBOOK CONTENT**
- **BLOG POSTS**
- **EMAIL CAMPAIGNS**
- **WEBINAR CONTENT**
- **LMS COURSE CREATION**




**Ebook**


**Webinar/Course**



**Graphic Novel**



**We eat, sleep, and breathe invoice financing**



With 36 years under our belts, there's no doubt that this industry is embedded in our hearts.

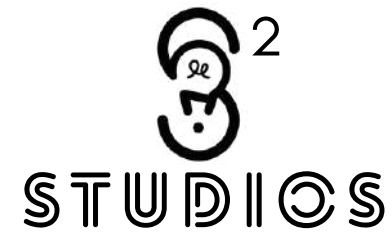
**We love to offer financing solutions that require:**

- ✓ No closing fees
- ✓ No financial statement requirements
- ✓ No legal fees
- ✓ No long-term contracts
- ✓ No minimum factoring fees
- ✓ No minimum invoice fees
- ✓ No operational audits
- ✓ No traditional personal guarantees

This Valentine's Day, let us help you expand the business you adore by leveraging the expertise of the industry's best.

**Email Campaign/Blog**

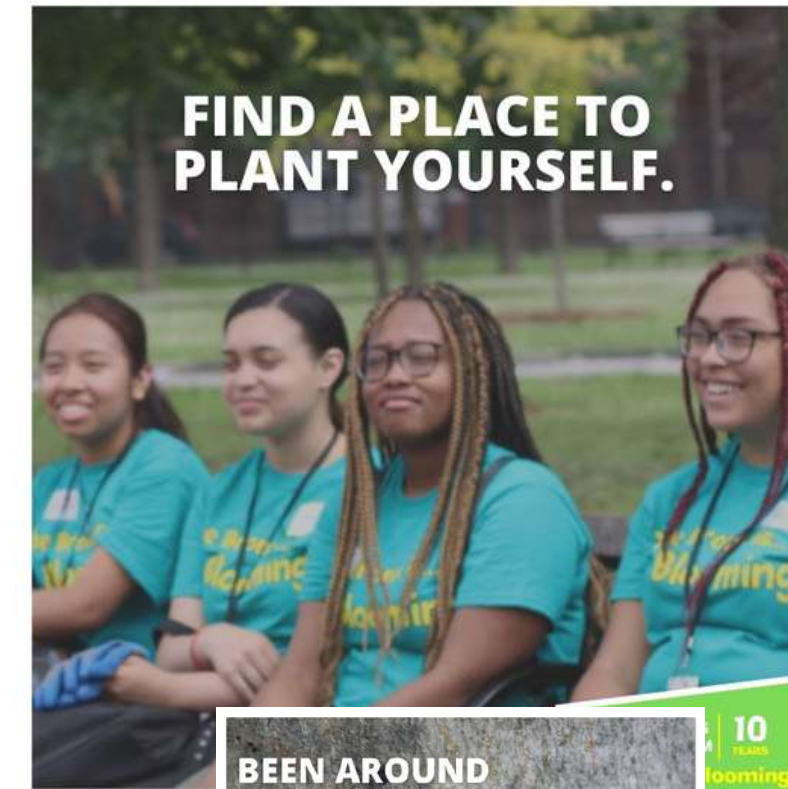
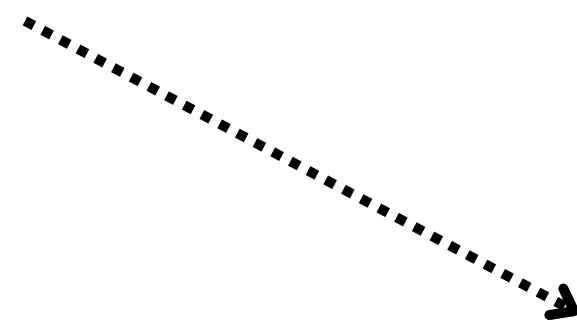
# PROJECT MANAGEMENT



Project management provides a framework for the execution of creative work, from ideation to wireframing to delivery.

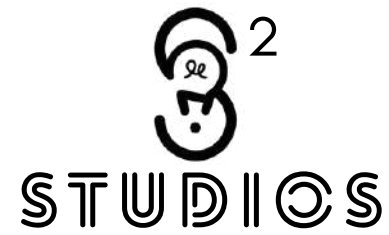
It encompasses everything from briefs and standard operating procedures (SOPs) to task progress, milestones, revisions, and the final delivery of a project.

- WEBSITES
- MARKETING CAMPAIGNS
- STARTUP LAUNCHES



Bronx Is Blooming needed a marketing campaign to leverage their 10-year anniversary. We created and managed this campaign, allowing them to secure funding for two full-time employees and an expansion into three additional parks.

# SOCIAL MEDIA MANAGEMENT



Social media management involves the planning, crafting, and publishing of content on social platforms. Profile audits and audience research are conducted on a regular basis to ensure relevance.

- **SOCIAL MEDIA AUDIT**
- **CONTENT CREATION**
- **SOCIAL MEDIA REBRANDING**
- **SOCIAL MEDIA SCHEDULING**
- **ENGAGEMENT STRATEGY**

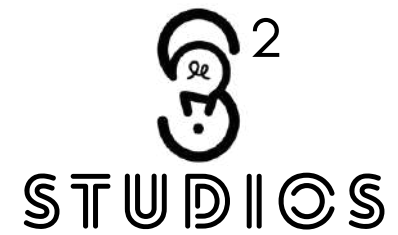


**Digital Campaign**



**Content Templates**

# BRAND ACTIVATION & EVENT PRODUCTION



Brand activation brings campaigns to life. From new website launches to virtual events and conferences, brand activation generates awareness by introducing a brand to its target audience.

This is the moment when a brand and its audience begin to form lasting connections.

- **EXPERIENCE DESIGN**
- **PUBLICITY INTEGRATION STRATEGY**
- **EXECUTION SUPPORT**
- **CONTEST CREATION**



Bershan Shaw wanted to bring her online brand to life and increase her book sales. We designed the experience and creative assets for a national tour that expanded her reach and influence.

SI SWEET SPOT

## AREAS OF EXPERTISE

PLANT-BASED FOOD

STARTUPS

FINANCE & FUNDRAISING

HEALTH & WELLNESS

ARTS & ENTERTAINMENT

LIFESTYLE

- IMPACTFUL MILESTONE CAMPAIGNS
- ORGANIC CONTENT CREATION
- CAMPAIGN MANAGEMENT
- SYMBIOTIC PARTNERSHIPS
- INSIGHTFUL REPORTING





SI SWEET SPOT

## AREAS OF EXPERTISE

PLANT-BASED FOOD

STARTUPS

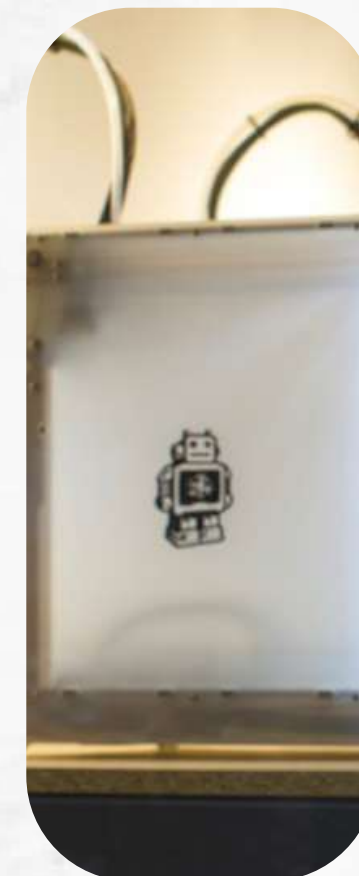
ECO-FRIENDLY + SUSTAINABLE

HEALTH & WELLNESS

ARTS & ENTERTAINMENT

LIFESTYLE

- IMPACTFUL MILESTONE CAMPAIGNS
- ORGANIC CONTENT CREATION
- CAMPAIGN MANAGEMENT
- SYMBIOTIC PARTNERSHIPS
- INSIGHTFUL REPORTING



# A FEW OF THE CLIENTS WE'VE SERVED...





LET'S CREATE

start@sustainital.com