

ONGOING SUPPORT

RALLY CRY
BRANDS

BRAND SUPPORT

Not everyone can have a full marketing department in-house. But you can still tap the full strength of one. This is expert brand and marketing support: remote, flexible, and built around your business model, platforms, and goals.

From social posts to pitch decks, mailers to message shifts, we provide senior-level talent, without the overhead. You'll have a dedicated brand lead, a market strategist poised to respond, refine, and adjust in real time, and a social media coordinator fluent in your voice and the markets you serve. Clear roles. Consistent output. Strategic advantage.

These are packages tailored to your needs—all impact, no excess.

You might need Ongoing Brand Support if...

- Your brand launch feels flat or unfocused
- You're not seeing brand equity translate into growth or valuation
- The brand execution isn't showing up consistently across departments
- Growth is outpacing your internal brand execution capacity
- You lack access to reliable high-level brand expertise in-house
- Teams aren't using brand tools correctly—or at all
- Leadership is stuck managing brand instead of leading vision
- You can't respond quickly to market shifts or threats
- You're unsure how to navigate a crisis without losing trust
- You're not using data to guide brand and marketing strategy
- The brand is drifting as the organization evolves
- Innovation feels risky
- Product launches seem disconnected from the brand
- Your brand isn't keeping pace with changing customer needs
- Leadership is making brand decisions without a clear North Star
- Your brand content is getting stale or inconsistent

ONGOING

FRACTIONAL SERVICES

You get a whole brand department—without the overhead. Strategy, creative, copy, campaigns, content, rollout—we bring the team, the plan, the energy, and the execution. All remote, all real, and all assigned to you. One point of contact. No chasing people down. No outsourcing the soul of your brand to a rotating cast of freelancers. This isn't a one-size-fits-none service.

We co-build your fractional support based on:

- Your market
- Your team's capacity
- Your goals and timeline
- The kind of traction you're after

Your fractional package might include:

- Brand positioning and message playbooks
- High-converting sales decks and outbound tools
- Technical or expert-led blog content
- Campaign strategy and social media creative
- Website planning, UX direction, and rollout strategy
- Internal adoption and brand training tools
- Reporting, feedback loops, and C-suite briefings

Together, we'll co-create the right support and a customized plan based on your goals, your team, and what's actually on your plate.

Why it matters:

You're not paying for hours—you're investing in outcomes. Full accountability, clear deliverables, and results that move the needle. Instead of one in-house hire, you get a full team of experts across strategy, writing, design, and analysis. We bring sharp outside perspective, cultural fluency, and deep brand intelligence, which means fewer blind spots, smarter strategy, and sharper creative.

Why now:

You've got growth goals, but limited bandwidth. The right work keeps getting delayed. Fractional support gives you a way forward—fast. It puts a focused, accountable team behind your brand so you can show up, stand out, and stay focused.

LAUNCH PARTNER

The Brand Launch Partner is a tactical, execution-focused role—perfect for teams without in-house marketing capacity who need someone to own the rollout and ongoing expression of their newly minted brand.

What's included:

- Brand launch campaign planning (content overview for email, social, and print materials over first 4–6 weeks)
- Training to align internal stakeholders and ensure confident, consistent brand usage
- Brand asset audit confirming all customer-facing touch-points reflect your new brand
- 8–10 ready-to-roll content pieces per month for 2–3 core platforms. This could include newsletters, emails, sales materials, social media content, etc. tailored to your distinct brand launch strategy
- Monthly brand voice and content check-ins to guard alignment as you grow
- Ongoing strategy and planning to refine goals and keep campaigns on track
- Bi-monthly progress updates and monthly reporting with brand health insights and recommendations

Why it matters:

This package gives you a dedicated partner who understands your brand from the inside and knows how to activate it. Ideal for teams without a full-time marketer, or teams whose marketers are focused elsewhere. This role brings strategy to life through content, campaigns, and consistency.

Why now:

A brand launch without follow-through is just an unmemorable makeover. Sustain momentum and keep your brand showing up like it has something to say. Pull in the hands and brainpower you need to let the brand sing.

ONGOING

EMBEDDED STRATEGIST

The Embedded Brand Strategist is a high-level, oversight-driven role—ideal for teams with internal marketing talent who need expert brand leadership, not more tactical hands on deck.

What's included:

- One in-person strategy day per month embedded with your team to guide execution and cross-functional alignment (6 hours)
- Brand-aligned ideation and campaign development to elevate your marketing efforts
- Strategic review and approvals on campaign roll-outs, creative drafts, and content calendars
- Brand implementation audits across every touch-point to ensure consistency and cohesion in execution
- Monthly project planning and cross-functional prioritization to keep your marketing calendar on track
- 10 hours/month of remote brand management—reviewing materials, providing feedback, creative direction, and supporting strategic decisions

Why it matters:

This package gives you a senior brand partner on call—someone who knows your brand inside and out and ensures it's reflected in every effort. Consider us an arm of your team. It's the guardrail that keeps the brand from drifting, the sounding board for your ideas, and the steady hand keeping the strategy front and center.

Why now:

You've invested in building a strong brand—don't let inconsistency or confusion undermine it. With the Embedded Brand Strategist in the room and in your corner, your team gets sharper, faster, and more aligned.

ONGOING

ABOUT US

We build brands that decide for you.

That's it. That's the job. We discover brands that give the heart what it wants and the mind what it needs to feel it: that AHA moment.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

We get there through a discovery process that digs deep. Working like brand anthropologists and behavioral economists, we track patterns, read responses, and decode the cultural signals that snap attention and shape decisions.

We turn human insight into high-performance brand systems, built to woo customers, rally teams, and earn trust. We're thinking partners who excavate the brands that people hear, see, feel—and choose. Because when a brand is built right, it feels right.

We work alongside founders, CEOs, and strategists who know what it's like to carry the weight of a vision no one else can see yet. Leaders who share our commitment to creating jobs, sustaining economies, and giving back big. Together, we shape breakthrough brands that scale, hire, and deliver

***Our purpose boils down to this—
We're all about creating jobs and
investing in communities.***

Every brand we uncover supports livelihoods. By working with clients to build brands that expand—hiring, training, and innovating—we create ripple effects that reach families, employees, and neighbors alike. Our own company thrives on this dynamic: the more brands we develop, the more opportunities emerge for people, on both sides of the table. For us, success is measured by the number of communities connected, jobs created, neighborhoods nourished, and lives touched.

Building brands means building futures.

Give us a holler

We'd love to work together

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