

What We Do

We help organizations build strong, memorable brands and **deliver marketing that drives real business results**. Whether you're launching something new, evolving your brand or need an ongoing strategic marketing partner, Front Porch Marketing is here to help.

Branding & Rebranding

We work closely with your team to develop or refresh your brand, ensuring it resonates with your audience and **supports your business goals**.

- Collaborative process with your leadership and team
- Define or redefine company Vision and Mission to guide marketing and communications
- Develop clear Brand Positioning, Messaging and Visual Identity (including logo)
- Ensure consistency across all marketing channels

Full-Service Branding & Marketing Partner

We serve as your **full-service marketing partner**, from strategy to execution, so you can focus on your growing business.

- Brand Strategy
- Marketing Strategy & Planning
- Advertising
- Communications & Content Development
- Digital & Social Media
- Website Strategy & Development
- Email Marketing
- Marketing Analytics & Reporting

How We Do It

Our process is built on **collaboration, insights** and **strategy**. We start by getting to know your business and your audiences so we can develop marketing that connects and delivers results.

- Conduct discovery sessions with leadership, team members and clients/customers
- Identify target audiences
- Create messaging that is clear, consistent and compelling
- Define measurable goals tied to business outcomes
- Develop integrated marketing strategies
- Outline tactical marketing activities across channels
- Establish a detailed timeline and budget
- Execute, analyze and optimize



Industry Expertise

We have **experience across a variety of industries** — working with established businesses, start-ups (not bootstrapped) and franchises.

- Education
- Financial Services
- Hospitality
- Human Resources
(including Recruiting and HR Consulting)
- Insurance
- Manufacturing
- Nonprofit
- Professional Services
 - Business Consulting
 - Law Firms
 - Medical Practices / Wellness Providers
- Technology

Our Ideal Clients

We serve **small- to medium-sized businesses** with revenues of \$3 million and up, nonprofits and well-funded startups.

- Strategic thinkers who value marketing
- Growth-minded and ready to scale
- Collaborative and open to new ideas
- Understand marketing is not a one-size-fits-all solution
- Open to a new marketing approach and ideas
- Willing to take calculated risks
- View us a trusted partner, not a vendor
- Take their business seriously, but not themselves

Client Examples

We are proud to work for the following forward-thinking clients.




PEOPLE RESULTS




Integrated
ADVISORS NETWORK

Professional Wellness Institute

