

Letter of Interest

For mission-driven organizations that will benefit from digital marketing and advertising services.

Who We Are

Booyah Advertising is a digital marketing agency based in Denver, CO. We primarily support for-profit organizations to deliver revenue and results through digital campaigns.

Booyah has partnered with Adswerve, a leading Google Marketing Platform partner, to provide analytics consulting. Also based in Denver, Adswerve's team of 180+ employees (many data analysts and scientists) work with marketers and agencies to drive media performance through data-driven strategies.

What We Offer to NPOs & For-Profit Businesses

Having called Denver home since our founding in 2001, we appreciate and value all that local organizations do help our community thrive. So, we'd like to help our neighbors scale this important work. **We're seeking organizations for whom we may offer pro bono digital marketing setup, management, and consulting services that extend the reach of worthy missions.**

We'll spend several months building and managing your campaigns. Then, we'll hand over the keys — and the training necessary — for your team to maintain and further expand these digital campaigns on your own.

Can your organization benefit from Paid Search Advertising, Paid Social Advertising, Display & Video Advertising, Amazon Advertising, SEO, Content Marketing, Creative, and Analytics?

Why Booyah?

It's tough to sum up what makes Booyah different. But when you know it, you know it. It's what keeps our clients and employees sticking around year after year. It might be how we sweat the little details. It might be our jovial and supportive culture. Maybe it's our Western earnestness. Whatever "it" is for your organization, we hope you find a diligent partner in Booyah. With real, straightforward relationships at the core of what we do, we're looking to lend a hand to local organizations who care about the same things.

How Can We Start?

Introduce yourself, please. The questions on the next page help us learn more about your organization's goals and what digital tactics might make the most sense. To give campaign development the attention it deserves, we limit new partnerships to 3-4 organizations per year on rolling start dates.



Please submit this completed Letter of Interest, as well as any questions, to:

AUBREE CROSS, HEAD OF MARKETING

across@booyahadvertising.com

Pro Bono Services Overview

With Google Marketing and Cloud partner Adswerve, we offer paid advertising and analytics training.

Paid Media Setup, Strategy, Management & Training



Paid Advertising Discovery & Strategy

Our team of digital experts will learn more about your organization's digital goals and make a recommendation for the best way to start (or evolve) your digital strategy, given your budget and other resourcing constraints.



Account Setup & Management

Once goals are determined, our team will execute the account setup using our best practices. Where applicable, we will facilitate Google Grants applications. Once accounts are built out and live, we will monitor performance and optimizations for two to three months.



Reporting & Training

To monitor and visualize the performance of your campaigns, we will build Tableau reporting dashboards to showcase results in real time. Additionally, throughout the setup and optimization period, our team will provide training and guidance to your organization, so the campaigns can continue to drive results after our active management period.

Digital Analytics & Training (Select One)



Data & Media Health Check Audit

If Google Analytics is in place, Adswerve will conduct an audit to ensure the tool is implemented correctly and driving optimal media performance.



Analytics Training

If Google Analytics is not placed, Adswerve will provide training focused on tag management, reporting, or content/website testing using Optimizely. This training comprises three two-hour sessions.

Questionnaire

Please complete all questions with a maximum of 200 words.

YOU MAY SUBMIT YOUR RESPONSES VIA EMAIL IN WHICHEVER FORMAT IS BEST FOR YOU:



Completing this
editable PDF



Printing, handwriting,
and scanning



Listing out answers
in a standard email

WE LOOK FORWARD TO HEARING FROM YOU!

1/ What is your organization's mission and what goals do you have for the next year?

2/ What experience (if any) does your organization have with digital marketing?

3/ What does your organization hope to achieve through digital marketing?

4/ Does your organization plan to invest in paid digital media efforts above and beyond any funding received from programs like Google Grants?

5/ Who in your organization would be the primary contact for Booyah? Can that person commit to 5-8 hours per month for 3-4 months?