



Impact Consulting Enterprises
 www.eimpactconsulting.com
 191 Central Avenue
 Newark, NJ 07103

Cheryl McCants, MS MA
 Founder & CEO
 cmccants@eimpactconsulting.com
 973-337-2028 (O); 877-337-2276 (F)



PROBLEMS SOLVED. RESULTS ACHIEVED.

- ✓ Elevate public awareness and improve understanding about your programs, products and services.
- ✓ Eliminate frustration with ineffective public relations, email marketing, social media, branding, or advertising campaigns.
- ✓ Re-energize online channels and websites that are not generating desired traffic or response rates.
- ✓ Clarify ways to easily connect your offline and online presences to increase revenue or contributions.
- ✓ Engage your employees and community to better understand your mission and message.
- ✓ Maximize your media budget and execute campaigns that drive results and enhance your brand.



CORE VALUES



DIFFERENTIATORS

- ✓ Optimized to strategize, implement, assess, and recalibrate as a dependable and quality-driven extension of your team.
- ✓ Experienced in strategically connecting with diverse and hard-to-reach audiences through human-centered solutions.
- ✓ Committed to reducing expenses and implementing segment driven strategic plans that tell your untold stories.
- ✓ Focused on identifying targeted psychographic profiles that guide marketing communication and advertising decisions.

CASE STUDY

The Business Consortium Fund (BCF) needed to create and implement a strategic marketing and communication plan that would position this not-so-well known financial institution as the premier financial counseling and loan organization dedicated to supporting business owners of color throughout America. An actionable social media strategy and implementation plan was needed.



10:45 AM · Mar 8, 2021 · Hootsuite Inc.

Solution

Developed and implemented an organic social media campaign designed to connect with business owners and simultaneously leverage the BCF brand within the financial lending industry. Over the course of 2 years, followers increased by 637%, and engagement increased by 620% with 90% of the engagement driving website traffic. Our team designs graphic images, micro videos to support created and curated messages for LinkedIn and Twitter channels. Additionally, we manage the account including monitoring engagement, replying to online visitors, tracking results and pivoting as necessary to achieve agreed upon goals and metrics.



ADDITIONAL CASE STUDIES

The New York & New Jersey Minority Supplier Development Council (The Council) is one of 23 regional affiliates of the National Minority Supplier Development Council, the nation's largest supplier diversity certification and minority business enterprises development organization. The Council needed to secure a reputable, agile, creative, and efficient agency to provide marketing, public relations, communication, and website design, development, and maintenance support.



Solution

We curated and created social media messaging including gifs, micro videos, images and copy, while managing all aspects of the Council's social media channels. Over the course of four years, we organically grew their Facebook, Twitter, and LinkedIn accounts by 13%, 4%, and 79% respectively.



Mayor Ras Baraka, recently elected to his first term as the City of Newark, NJ's mayor, committed to revitalizing the city and encouraging economic development that would attract developers, business owners and residents alike to the City. A strong strategic communication and social media effort was required to positively position the city with citizens and business owners in New Jersey and across the nation.

Solution

Working with the city's economic development arm, Impact designed, crafted, and created social media posts for the city's Economic & Housing Development department. We managed all aspects of their Facebook & Twitter accounts and organically acquired more than 2,000 Facebook fans and 1,000 Twitter followers within six months.



Booker's Soul Food Starters, a Black-owned founders consumer product goods brand founded during the height of COVID-19 pandemic, needed brand awareness. This CPG company reached out to Impact to provide marketing, public relations, and social media management support on a shoe-string budget.

Solution

In addition to managing the social account, Impact created customized imagery, ran Instagram campaigns and engaged with customers on Facebook and IG to raise brand awareness and drive sales. Over the course of 24 months, we organically grew Facebook engagement by an astounding 2,000% and a 300% CTR increase - directing visitors to the website traffic. Additionally, our Instagram efforts had similar results with a 564% increase in engagement and a 62,000% increase in followers.*Prior client experience cannot guarantee future clients similar results.

