



masterpiece
marketing



Transformational Results

masterpiecemarketing.com



masterpiece
marketing



Who is **Masterpiece Marketing?**



Who is **Masterpiece Marketing?**

OUR PHILOSOPHY: *Partnership Rooted in Service*

From the moment we embark on a new journey together, you'll recognize that our approach goes beyond traditional marketing. We pride ourselves on being servant leaders, driven by a genuine desire to see you and your organization succeed. Our philosophy embraces faith, accountability, transparency, and collaboration, ensuring that the marketing process is not only effective but also enjoyable. At Masterpiece Marketing, you find a fun, results-oriented, and energizing partner who stands alongside you as you embrace the future.

OUR EXPERIENCE: *Tested for Almost 30 Years*

Founded in 1997, Masterpiece Marketing emerged from a heartfelt mission to uplift nonprofit organizations. Over the years, our expertise has expanded, and today, we serve a diverse range of clients, including for-profit organizations. Our experience has equipped us with the insight and creativity needed to help every client not just meet but exceed their marketing objectives.

OUR MISSION: *Empowering Your Vision*

At the heart of our mission is a desire to provide value to our clients. We are committed to assisting you in achieving your strategic marketing goals through dynamic creativity and innovative ideas. Guided by our Christian integrity, we aim to become not just a marketing firm but a trusted partner invested in your journey.

As we welcome you to the Masterpiece Marketing family, we invite you to embark on an exciting adventure where your ambitions come to life and your vision is illuminated. Join us as we work collaboratively to create custom campaigns that resonate with your audience and reflect your organization's values.

Let's make your masterpiece together!



Who is **Masterpiece Marketing?**

OUR CORE VALUES: *The Heartbeat of Our Company*

At **Masterpiece Marketing**, our core values form the foundation of our operations and relationships:

- **Live Our Faith:** We operate with a strong commitment to our Christian values.
- **Act with Integrity:** Honesty and transparency guide our work.
- **Listen and Encourage:** We prioritize understanding your unique needs and aspirations.
- **Focus on Serving:** Your success and ROI is our ultimate goal.
- **Respect Others:** We value every voice in our collaborative journey.
- **Energize Our Clients:** We strive to infuse positivity and inspiration into all our interactions.
- **Create with Passion:** Our team brings enthusiasm and creativity to every project.
- **Demonstrate Grace:** We approach challenges with compassion and understanding.
- **Embrace All Ideas:** Innovation comes from open-mindedness.
- **Engage in Learning:** We are dedicated to continuous improvement.
- **Illuminate Opportunities:** Together, we will uncover new paths to success.



Our Privilege

Our Diverse Clients Unlock Creativity

Our heart is full of gratitude for the incredible variety of industries and nonprofits we have the privilege to serve. The beauty of this diversity not only enriches our work environment but also fuels our creativity and innovation. Each nonprofit deserves the same high-level strategy that our national corporate clients benefit from. We are honored to deliver creative, superior value and return on investment across the board. Engaging with such a wide array of sectors helps us avoid the pitfalls of becoming stale or developing tunnel vision, allowing us to bring fresh perspectives and tailored solutions to every client. The wide range of industries we serve:

- Faith-Based Nonprofits
- Retirement Communities and Senior Services
- Apartment Rental Communities
- In-Home Nursing Care Associations
- Churches and Houses of Worship and Prayer
- Christian Camps and Conference Centers
- Landscaping Design and Architecture
- Private Christian Schools
- Education Foundations
- Mental and Behavioral Healthcare
- Integrative Health
- Dental Nonprofits
- Homelessness and Group Homes
- Financial and Investment Advisory
- Charitable Foundations and Endowments
- Legal and Estate Planning
- Dog Training, Daycare and Boarding
- Home Inspection Services
- Music, Entertainment and Events
- Commercial Developments
- Shopping Malls and Retail Centers
- Veterans Organizations
- Community Membership Groups



Our Team

Beth Bostwick, President

Beth Bostwick founded Masterpiece Marketing in 1997. A graduate of Anderson University with a degree in business management, Beth desires to bring value to clients by helping them achieve their strategic marketing goals through dynamic creativity and innovative ideas. She and her husband live in Lancaster with their two Yorkies, Gigi and Bella, and attend Crossway Church. Beth loves spending time with her five granddaughters.

Ask Beth about attending 1970's rock music concerts and hosting unique parties.

Kelley Waller, Vice President

Kelley Waller has been a part of the Masterpiece team since 2004. Kelley is a graduate of Millersville University and serves clients via strategic marketing planning, copywriting, and creative direction. She and her husband have three children and attend Westminster Presbyterian Church. Their family lives with their dog Boomer in Lancaster.

Ask Kelley about science fiction, board games, and foster parenting.

Our Multi-Disciplinary Expert Lineup

At Masterpiece Marketing, we pride ourselves on our exceptional team of professionals who are dedicated to serving your marketing needs. With a combined 226 years of experience in their respective crafts, this powerhouse of creativity delivers invaluable services that elevate your brand, engage your audience and reach your goals. We understand that effective marketing requires a diverse skill set, and our team collaborates seamlessly to craft custom campaigns that align with your vision and goals. Together, we are committed to turning your ideas into compelling narratives that resonate, inspire, and drive results.

James Pete Rob Laura Nate Brad Kirsten
Chris Jenni Audrey Logan Amy Greg



Our Lens

Why A Strong Marketing Strategy Works

At Masterpiece Marketing, we firmly believe that a solid marketing strategy should lay the foundation for any tactical plan. Too often, organizations focus on allocating their marketing budgets to tactical categories first, which can lead to a fragmented approach that lacks a unifying direction. By starting with a well-defined strategy, we help clients pinpoint their target audience, establish clear objectives, identify potential barriers, and develop metrics for measuring success. Once these critical components are in place, creating a tactical plan becomes a natural and straightforward process. When clients inquire about how much to invest in online advertising, billboards, radio, or direct mail, we emphasize the importance of first understanding who they are targeting. This strategic foresight ensures that every tactical element aligns cohesively with the overarching goals, maximizing the effectiveness of their marketing efforts.



Let's Answer These Questions, *Together*

- Who is my target audience?
- Who are my stakeholder personas?
- What is my brand promise?
- What are my value propositions?

Our Drive

The Spark to our Marketing Relationship Success

Everything begins with listening so we can achieve revenue-based, measurable goals.



masterpiece
marketing

Our Tactical Specialties



masterpiece
marketing



masterpiece
marketing



Marketing

PHILOSOPHIES



STORYTELLING PHILOSOPHY

Storytelling Through

COMPOSITION

FILM

PHOTOGRAPHY

CREATIVE DESIGN



masterpiece
marketing



Storytelling **THROUGH COMPOSITION**

As a marketing firm, we understand the power of storytelling in capturing the attention and engaging the audience. It is an age-old tradition that has been used across cultures and societies to entertain, educate, and pass down knowledge from one generation to another.

When crafting marketing copy, we use storytelling techniques to bring a client's brand message to life. By weaving in narratives, anecdotes, and personal experiences, we are able to connect with your audience on a deeper level, evoking emotions and fostering a sense of relatability. This approach not only helps in making the content more engaging but also aids in building brand loyalty and trust.

In producing content for our clients, storytelling plays a pivotal role in creating captivating and memorable pieces. From feature articles to interviews and profiles, we use storytelling to convey the brand's values, mission, and unique selling points. By telling stories that are authentic, engaging, and relevant, we are able to effectively communicate the brand's message and connect with the readers on a personal level. Our desire is to create a vivid and immersive experience that allows consumers to become emotionally invested in the story.

Overall, storytelling is a powerful tool that enables individuals and organizations to communicate ideas, share experiences, and connect with others on a deeper level. It has the ability to inspire, entertain, and influence, making it a valuable skill in various contexts and mediums.



masterpiece
marketing



At Masterpiece Marketing, we believe every great marketing film starts with understanding your vision. Our hands-on approach begins with an in-depth consultation where we collaborate to define your goals, identify your audience, and refine your message. By aligning ourselves with your mission, we ensure every element of the project, from concept to execution, reflects your brand's essence and purpose. We don't just create films; we craft stories that resonate with your audience and drive measurable results.

Our Process

Our process is streamlined but thorough, balancing creativity with strategy. Pre-production is where the magic begins—storyboarding, scriptwriting, and scouting locations with your input every step of the way. During filming, we focus on bringing your vision to life with a professional crew, high-quality equipment, and a dynamic approach to capturing authentic, engaging moments. The post-production phase is where it all comes together, with meticulous editing, sound design, and visual enhancements to ensure your film is polished and impactful.

Actionable Results

But our work doesn't stop at delivery. The films we create include calls-to-action tailored to your goals—whether it's driving traffic to your website, generating leads, or increasing fundraising engagement. By combining compelling visuals with a strategic message, we craft films that not only look great but also deliver results. We're not just your marketing agency; we're your creative partner, committed to turning your vision into a powerful tool for growth.



masterpiece
marketing

FILM PORTFOLIO

Retirement



Cross Keys Village

<https://vimeo.com/362181545>



**Landis Communities
Dementia Friendly Experience**

<https://vimeo.com/1117789474>



Visiting Angels

<https://vimeo.com/1084689128>

Camp & Conference Centers



Black Rock Retreat

<https://vimeo.com/852973424>



Tuscarora Inn & Conference Center

<https://vimeo.com/116097326>

Retail



Knutsen Outdoor

<https://vimeo.com/994246118>



Yard Jockey

<https://vimeo.com/101337624>

Healthcare



St. Luke's Penn Foundation

<https://vimeo.com/951180982>



Covenant MD

<https://vimeo.com/647573829>



WellSpan Philhaven

<https://vimeo.com/216992646>

Planned Giving



Black Horse Army Association

<https://vimeo.com/1094068780>



Albanian Health Fund

<https://vimeo.com/1047280342>



Faithward Advisors

<https://vimeo.com/963249790>



Storytelling THROUGH PHOTOGRAPHY

Visual storytelling through photography is a multi-faceted and dimensional process, capturing moments, scenes, and subjects that tell a narrative or convey your unique message. Here is our process through which storytelling comes alive in our photography capture sessions:

Personality

First, we believe that each person is created with their own internal and external beauty. Their personality develops at an early stage in their life and blossoms to who they are in their adult years. Our approach to meeting the person we are about to capture is listening to them, engaging them in small talk as we set up and taking the written word that has been crafted into their story and bringing it to life.

Subject Selection

The choice of subjects in a photograph can play a key role in storytelling. Whether it's a person, a place, a situation, or an object, each subject can contribute to the overall story being told by the photograph.

Composition and Framing

The way a photograph is composed and framed can guide the viewer's eye and emphasize certain elements within the image. Composition techniques such as leading lines, framing, symmetry, and rule of thirds can be used to create visual interest and direct the storytelling.

Continued on next page



masterpiece
marketing

Lighting and Mood

Lighting is a crucial element in photography that can set the mood and tone of the story being told. The use of natural light, artificial light, shadows, highlights, and contrast can all influence the emotional impact of a photograph and enhance the storytelling.

Color Palette

The choice of colors in a photograph, especially what people wear when captured, can convey emotions, create atmosphere, and enhance the overall storytelling. Different color palettes can evoke different moods and feelings, adding depth and richness to the narrative.

Capture of Emotions

Capturing the emotions of the subject or the moment being photographed can add a human element to the storytelling. Genuine expressions, gestures, and interactions can bring the viewer into the scene and create a connection with the story being told.

Context and Setting

Providing context and setting within a photograph can help establish a sense of time, place, and environment, enriching the storytelling experience. Details in the background, props, architecture, landscapes, or interiors can all contribute to the narrative being conveyed.

Narrative Sequence

In some cases, a series of photographs can be used to create a visual narrative or a photo story. By presenting images in a sequence, photographers can lead the viewer through a progression of events, emotions, or perspectives, unfolding a story over multiple frames. In layout we often use a sequence for a call-out or to pull in closer to an element in the overall photo, thus sharing a little gem the eye might not see in the larger image.



masterpiece
marketing



Storytelling THROUGH CREATIVE DESIGN

Storytelling through the lens of graphic design involves visually communicating narratives and messages using creative elements such as photography, typography, color, and layout. Our graphic design team enhances storytelling by engaging the audience on an emotional and intellectual level through visual storytelling techniques. Here are some ways graphic design contributes to storytelling:

Visual Hierarchy

Our graphic designers use visual hierarchy to guide the viewer's eye through a story by arranging elements in order of importance. This helps in creating a flow of information that mimics the structure of a narrative.

Mood and Tone

Color, typography, and imagery choices play a significant role in setting the mood and tone of a story. Different color palettes and font styles can evoke different emotions and convey the intended message.

Branding and Identity

Our graphic layout will maintain your established brand identity and tell its story visually through logos, brand colors, and visual elements that represent the brand's values and personality.

Illustration and Imagery

Visual elements such as illustrations and imagery can be used to depict scenes, characters, and emotions, enhancing the storytelling experience and making it more relatable and engaging for the audience.





Layout and Composition

The layout and composition of a design can create rhythm and pacing similar to how a story unfolds. Designers use grids, spacing, and alignment to structure the content and guide the reader through the narrative.

Interaction and Animations

With advancements in technology, our graphic designers can create interactive and animated storytelling experiences that invite the audience to engage with the content actively, making the story more immersive and memorable. Our Digital Masterpiece online tool can bring this to life.





THE GREAT BRANDING

ADVENTURE

An Innovative Process of Identity Discovery.

THE GREAT BRANDING ADVENTURE

Masterpiece Marketing offers clients the benefit of a complete branding process, far more intricate than a traditional logo design. Whether we are **discovering** the brand for an entirely new organization, guiding a business through a name change, or leading a company's rebranding initiative, Masterpiece Marketing's strategists lead an **exciting process** of uncovering what makes your brand unique, how your brand is perceived by your target audience, and what **creative elements** can most effectively communicate the message of your brand.

During the Adventure

■ You Will Discover...

- Beyond a logo, what is a brand
- What makes a brand effective
- How do we know it's time to re-brand
- How do we select the branding team
- What are the strengths and weaknesses of a logo
- Do your competitors' brands matter
- How do our mission and vision statements impact our brand
- How do we create brand loyalty
- How do we maintain brand confidence
- How important is a SWOT Analysis
- How can a compelling tagline impact our logo
- Does our organization have a USP
- How does our brand impact our overall strategic marketing plan

■ You Will Participate In...

Five Adventure Sessions led by branding coaches (*appx. 2 hours each*)

- Learning how brands evolve and change
- Learning how brands communicate meaning
- Learning about the meaning behind brands
- Brainstorming to find your brand personality

Featuring...

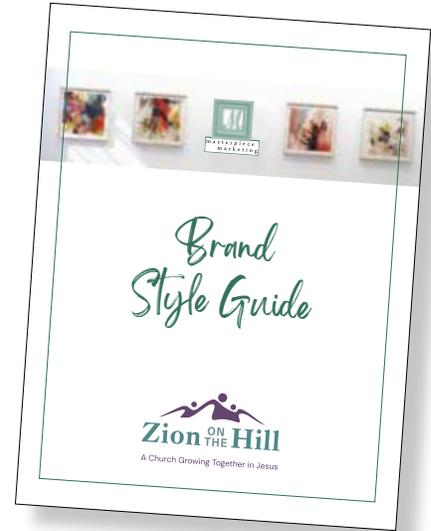
The Masterpiece Marketing Positioning Spectrum
Masterpiece Marketing Verbal Networking
Masterpiece Marketing Visual Connections Exercise



THE GREAT BRANDING ADVENTURE

■ You Will Receive...

- New and exciting energy for your organization's brand & image
- Reinvigorated vision for your organization
- Feeling of team unity
- New logo and brand tagline
- Comprehensive Standards of Use Guide
- The Great Brand Adventure" book, a written legacy that details your journey and summarizes the strategy of discovering your brand. This valuable tool will engage and enlighten new employees and future leaders to appreciate your unique new brand's creation process.



masterpiece
marketing



masterpiece
marketing



Websites

Fresh New Functionality
Exceptional User Experience



Website Redevelopment Process

From Your Brand to the Web

A branding style guide is essential for the redevelopment of a new website as it serves as a comprehensive blueprint that ensures consistency and coherence across all visual and textual elements. By clearly defining brand colors, typography, logos, imagery, and tone of voice, a style guide helps the design and development teams create a cohesive user experience that resonates with the brand's identity and meets user expectations. This focus on user experience enhances navigation, accessibility, and overall satisfaction, which are critical for retaining visitors.

Our Process of Discovery

In our website redevelopment process, we prioritize the integration of effective SEO strategies alongside our clients' aspirations and requirements for fresh functionality and enhanced user experience. We begin by conducting a thorough analysis of your goals, target audience, and industry trends to ensure that our SEO approach aligns with your vision. Throughout the website build, we implement best practices such as keyword optimization, metadata structuring, and mobile responsiveness, all while keeping the client's unique needs at the forefront. By actively involving you in all discussions about desired features and functionality, we create a site that not only attracts organic traffic but also engages users through intuitive design and seamless navigation. This holistic approach ensures that the final product not only meets but exceeds expectations, delivering a website that is not only optimized for search engines but also serves as a powerful tool for achieving your organizations objectives while providing an exceptional user experience.



Website Portfolio



Faithward Advisors | faithwardadvisors.com



Country Vistas | countryvistas.net



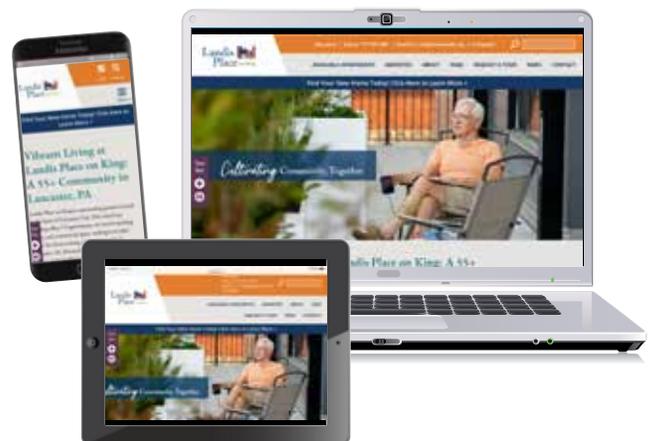
Johnston's Hope Foundation | johnstonshopefoundation.org



Christ the King | christthekingnaples.org



Rotary Club | lancasterrotary.org



Landis Place on King | landisplace.org

Website

Redevelopment Process

A REVENUE-BASED STRATEGY FOR YOUR ONLINE PRESENCE

- ▶ **Brainstorm** goals and user experience
- ▶ **Identify** audiences and needs
- ▶ **Construct** action funnels
- ▶ **Analysis** of current website navigation
- ▶ **Review** of all current website copy
- ▶ **Conduct** online competitive research
- ▶ **Create** concepts for design and function of site
- ▶ **Write** refreshed copy
- ▶ **Photography** capture
- ▶ **Video** assets creation
- ▶ **Installation** of site CMS (content management system)
- ▶ **Creative** layout and design of site homepage and animation styles
- ▶ **Simultaneous design** of responsive elements for multiple device types
- ▶ Initial ADA **Compliance review**
- ▶ **Creative** layout and design of site pages
- ▶ **Population of site** posts and events
- ▶ **Addition** of landing pages for audience funnels
- ▶ Professional **proofreading**
- ▶ Functionality **testing**
- ▶ **Client training** on CMS administration
- ▶ **Implement** Google Analytics
- ▶ Final cross-platform **testing**
- ▶ **Site launch**



masterpiece
marketing



masterpiece
marketing



Lead Generation

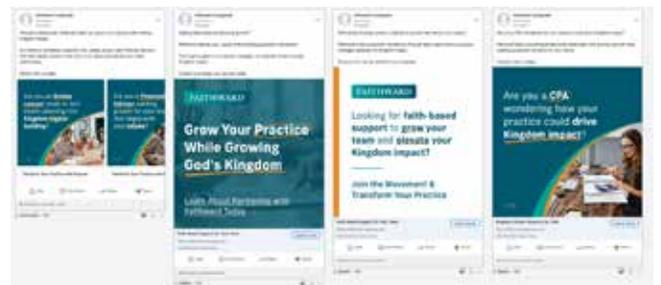
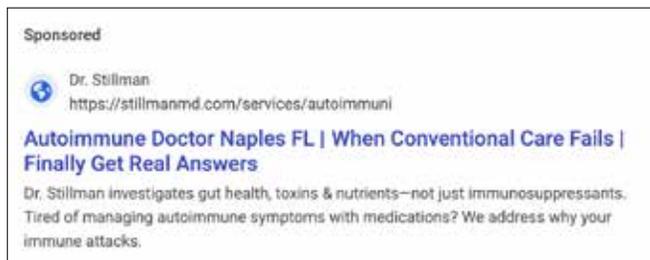


Lead Generation

Building a List of Actionable Prospects

The heart of any great ad campaign is strategy and messaging. When a user searches a phrase that your ads are targeting, you're able to showcase an effectively-messaged ad at the top of the search results and capture their traffic. Paid search is a direct response marketing activity.

These are text based ads, such as the following example:



Display Ads

What is Paid Search?

Keyword Based

We will select, review and choose target keywords that are relevant for your business. When users in our selected geographic region initiate searches for those words or adjacent topics, your ads will appear.

Cost-per-click model

As an advertiser, you only pay when a user clicks on one of the ads -- not when they are served as an impression. We don't place a lot of value on the cost per click, just the cost per lead or conversion (a meaningful action taken, such as submitting a form or making a phone call).

Auction-Based

A number of factors, including landing page relevance, expected CTR (click through rate) and ad relevance impact your position, not just the dollar amount you bid.

Granular Targeting

Layer multiple targeting variations on top of your keyword targeting. These include precise geography, income, gender, and demographic audience criteria.

Measurable

From ad impressions to conversions, paid search provides incredibly accurate and detailed reporting metrics, allowing us to double down and optimize winning strategies.

ROI CALCULATION & ANALYSIS

Our approach is to not think we know now what marketing tactics will be the golden ticket for a local marketing plan for acquiring new leads. We recommend marketing budget and tactics by focusing on ROI: your return on investment. This calculator will guide us through the various lead generating equations necessary to be a wise steward of your marketing dollars.

PAID IMPRESSIONS

+ NUMBER OF MEDIA ENCOUNTERED

÷ FREQUENCY

= REACTIVE IMPRESSIONS

x EXPECTED RESPONSE RATE

= LEADS GENERATED

x CONVERSION RATE

= NUMBER OF NEW RESIDENTS



masterpiece
marketing

Tracking

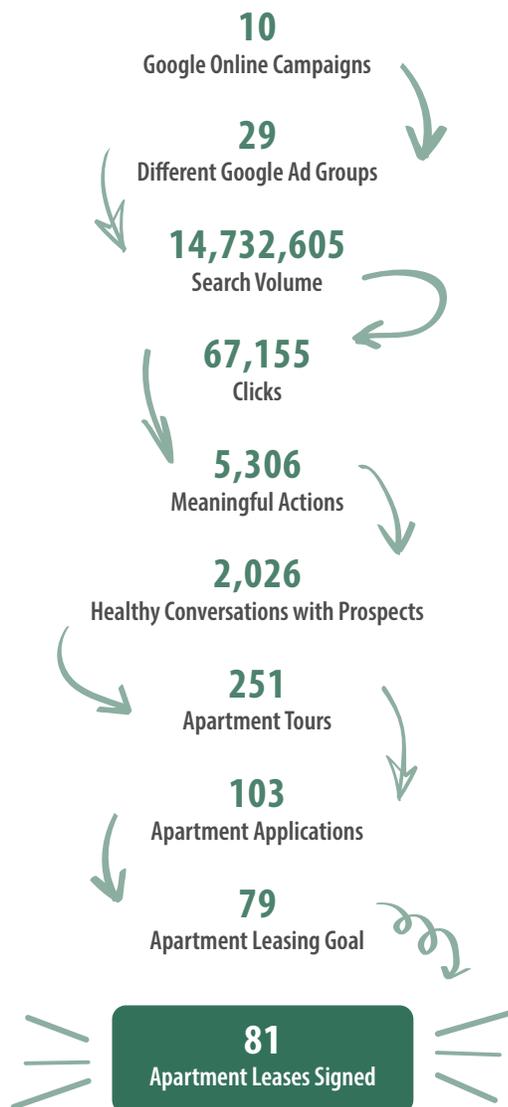
Masterpiece Marketing uses a robust combination of website analytical tools and tracking phone numbers to monitor success and locate opportunities for growth. Google Analytics, Hot Jar, Chekkit, and many other tools will be brought to bear via our expert team. Additionally, we recommend custom tracking phone numbers for use online (and in print media) to better track the customer engagement funnel, since asking people upon pick up “How did you hear about us?” is notoriously unreliable. (Most sources say answers to this question are only accurate 30% of the time!)



Landis Place on King APARTMENT LEASING MARKETING CAMPAIGN



CASE STUDY



Reputation Management

Why is online reputation important?

The latest stats say 60% of Americans read Google reviews before they visit a location.

Google houses 73% of all online reviews, more than six times as many as its closest competitors combined.

Online Reputation Management Goals

1. Increase search engine optimization by gathering reviews on the #1 critical platform, Google.
93% of consumers say that reviews influence their buying decisions.
2. Enhance **social media profile and reputation** by gathering reviews on Facebook, Bing, and YouTube.
3. Boost **recruitment efforts** by gathering reviews on GlassDoor, Indeed, and LinkedIn.
4. **Connect** with residents, staff, donors and volunteers by proactively requesting feedback.
5. **Respond to any negative reviews** with strategic, timely, appropriate replies.



Search Engine Optimization

Search and Online Ad Campaign FAQs

Each individual's online experience is extraordinarily unique. When Masterpiece Marketing's team begins the process of SEO (search engine optimization), we begin with your goals and audiences. Although we are "optimizing" for everyone, to some degree, the goal is to have your information served up to the people who would fit your products or services in some way. We aren't always focusing on the demographics or devices that an organization's staff or leadership might fit, which can leave them with questions or wondering if we're moving forward. Our dashboards will show the critical lead generation data, but here are some helpful explanations to help bring a higher level of understanding to anyone who might be interested.

HOW DO YOU SET GOALS FOR AN ONLINE CAMPAIGN?

Before we begin any SEO or online campaign, the best tactics are determined by our experienced team based on goals for your audience, including budget, growth opportunities, competition, history, and best practices for your industry. We begin with goal-setting so that we are driven by tracking measurable results of meaningful actions. The results are tracked and actively managed using our comprehensive reporting dashboard.

IF YOU ARE DOING EXTENSIVE SEO WORK, WHY DON'T I SEE OUR ORGANIZATION FIRST IN ALL MY PERSONAL SEARCHES?

Everyone's Google results (or results from other search engines) are highly customized, so no two people will ever see the same list of results. If an individual's demographics (age, gender, parental or marital status, etc.), geographic location, device type, buying history, website use history, or other data recorded by search engines don't qualify him or her a target for your products or services, Google won't prioritize those results for that individual. The results will vary based on many things, including the day of the week, the time of day, your current location, and more. Our goal is rarely to exclude anyone, but the experience we are seeking to build is for those who could best served by your organization's key offerings.



WHY DO I SEEM TO SEE OUR COMPETITORS ADVERTISING EVERYWHERE I LOOK?

Since many of us are hypervigilant when it comes to keeping a keen eye on our competition, it can feel like you see your competitor's ads everywhere. Keep in mind that you are comparing your own organization (one) to all your competitors (a group of many). So even if they are all similarly sized organizations, you're likely focusing on them as a group compared to yourself. Additionally, nonprofit organizations typically will have far smaller marketing budgets than your for-profit competitors, who may choose to allot some marketing budget to very expensive and less trackable ad efforts like billboards, radio ads, community sponsorships, and more. Balancing a fiscally responsible marketing budget makes the targeting for our work even more important to the bottom-line ROI!

DOES YOUR RECOMMENDATION TO FOCUS ON ONLINE MARKETING MEAN YOU VIEW TRADITIONAL MARKETING AS OUT-OF-DATE?

By no means! Masterpiece Marketing knows direct mail, radio, print, outdoor, and other traditional marketing efforts have their place in many campaigns. But because we believe in a goals-oriented and ROI-focused budget management process, your website and online presence are the most trackable and cost-effective media currently available. In fact, the most recent data says 88% of consumers search for a product online, even before buying it in a store. Your online presence is a critical step in decision-making, even if customers ultimately pick up the phone or commit in-person. More information and customized content can be shared on a website landing page to answer a user's felt need much more comprehensively than a generalized 60-second radio spot or highway billboard.



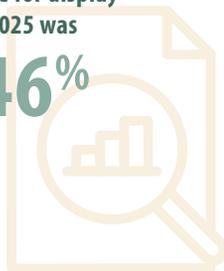
of consumers search for a product online, even before buying it in a store



6.66%

the average click-through rate for display ads in 2025 was

0.46%



WHAT TYPES OF ONLINE ADS DO YOU RECOMMEND?

There are two main types of online ads. Search ads (pay per click, also called CPC for cost per click), which are text based, and display ads, which are graphics-based. Search ads are shown to users who are actively seeking information on a topic through a search. Google and other search engines return two to three "sponsored" results at the top that specifically address the query that was entered—answering the user's current need. This is a very specific, targeted approach; the average click-through rate for search ads in 2025 was 6.66%.

Display ads are shown to those fitting a profile while they are doing anything online, such as surfing social media, reading the news, or shopping. Typically, Masterpiece Marketing recommends display ads primarily as a re-marketing tool, showing ads to users who have previously clicked on a PPC ad or visited the target website. This avoids high-impression/low-conversion budget spend and also provides assisted conversions by bringing those who were interested but forgot to complete their task an opportunity to come back—and they often do! Display campaigns are a wide net approach; the average click-through rate for display ads in 2025 was 0.46%.

WHAT IS THE DIFFERENCE BETWEEN TRACKING CONVERSIONS AND JUST TOTALING IMPRESSIONS AND CLICKS?

Masterpiece Marketing believes in a revenue-based strategy for your online presence. This means we track and manage conversions or leads, not just impressions, visits, and clicks. A conversion or lead is a person who takes a meaningful action on a site—defined as completing a goal for that site. Imagine you owned a car dealership. Would you want your monthly report to tell you how many people drive by the auto lot? Just like website impressions or views of an ad, that is not a very helpful metric. Would you want to know how many people stop at the lot? That's better, but tracking this type of "clicks" still doesn't really give a very meaningful number. However, if you're tracking how many and why those people gave their contact information to a salesman for follow up—now, we're actually counting leads. And since we're able to count how many of those people then make the decision to actually purchase a car, now we're looking at the key number: conversions.

IF YOU ARE RUNNING AN ONLINE AD CAMPAIGN, WHY DON'T I EVER SEE OUR ADS?

Even more so than what is called "organic" search (described above), ad campaigns are methodically targeted by a wide variety of categories. In fact, if you were seeing the ads for a while and never clicked, you probably won't see them anymore. This is because campaigns aren't designed to waste money on people who aren't interested. Eventually, the campaign will try you again, and if you click and take a meaningful action, you may see the ads more frequently. It's all an actively managed, strategic balancing act of not being shown so frequently that it's wasteful while showing them often enough to lead to meaningful actions.

AREN'T KEYWORDS THE MOST IMPORTANT PART OF SEARCH ENGINE OPTIMIZATION?

Although many still think they are important, keywords are a more outdated way of looking at SEO. The content of a site, backend information users don't see (sometimes called metadata and schema markup), and directory listings are some things that have replaced the importance of keywords. In fact, cleaning up these items is foundational to good SEO, and doing so is usually our first step so giants like Google are very clear on who you are and what you do. This gives us the opportunity to craft copy that is more compelling, emotional, relationship-focused or artistic to engage human readers without compromising the results of the automatic indexing from search engines.

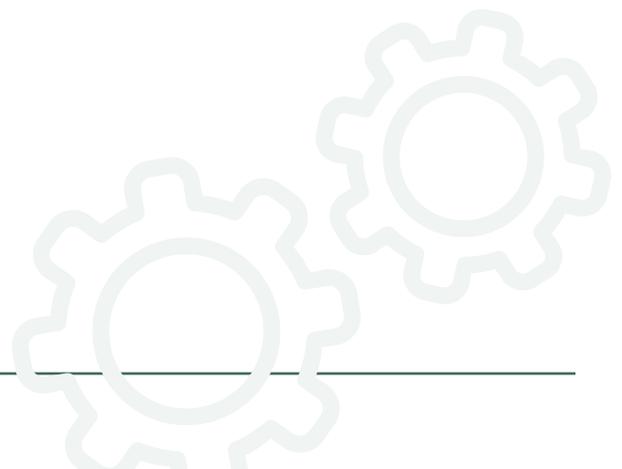


WHEN WILL OUR SEO WORK BE DONE?

Even after we've set a good foundation, it's important to recognize that the SEO work isn't finished—and really never will be. SEO is always an ongoing process. There are always opportunities to expand and enhance an organization's presence on Google, ways to bolster the reputation, and new demographics to explore. Our annually Google-certified team uses expertise and experience to prioritize what happens next in an ongoing climb upwards.



**Good SEO is a
marathon, not a sprint.**



Audience Persona

–KEY COMPONENTS–

It is important to feel connected to the prospect you are aiming to target. Creating real “buying” persona will help us handcraft our messaging, chose our marketing tactics, and select our delivery channels. We do not want to risk wasting time “thinking” we know or spending money wandering around in the vastness of the online and traditional marketing avenues hoping we will run into a viable prospect.

DEMOGRAPHICS

The key ingredients will be to understand our prospects’ current geographic location, age, gender, income and (possibly) ethnicity. Details such as marital status or children may be important in some cases.

LIFESTYLE

We need to understand and tap into what makes this person smile, laugh, and feel valued. What kind of car do they drive? What do they do for fun? Are they still working or retired? What do they do to serve others through volunteering? Do they attend church and is the approximation to their church important? Where do they hang out? Have they ever lived in a city?

PERSONALITY PROFILE

We should understand what makes this person tick and motivates them to continue or quit. Are they competitive? Methodical? Spontaneous? People-oriented? Do they make decisions quickly or deliberately? Are they logical or emotional?

PERSONAL GOALS

We should understand why and how a person makes life decisions. Do they want to look and feel better? Is saving time or money important to them? Are they seeking a new community of friends?

INFORMATION SOURCES

Do they search online? Read magazines or newspapers? Talk to people in person? Look to their social networks? Which of these do they trust most? What is their favorite learning style – reading, listening, watching? Just as knowing their goals, pain points and challenges help create targeted content, answers to these questions tell you which platforms and formats to use.

PAIN POINTS

What challenges do they face and how does that make them feel? How can you help overcome challenges or resolve problems to make their daily life better?

IDENTITY

Give your persona a name – Lucia or Terrence and Hilda – and find a stock photo to give them a face. This sounds silly, but it helps a lot to visualize a “real” person as you’re planning your marketing.

KEY MARKETING MESSAGE

In one or two sentences, we will summarize how you can help the persona resident alleviate their pain points and meet their goals.



masterpiece
marketing



Marketing Consulting Relationships

MARKETING CONSULTING BENEFITS

Why Work with a Marketing Agency

- Inspire smart and effective lead generation programs to increase your business.
- Complete marketing projects for businesses who do not have in-house capabilities and do not see authorizing technology, computer systems and state-of-the-art design software purchases as a smart ROI.
- Provide senior level strategic marketing expertise without hiring the equivalent industry veteran with decades of experience who has high salary compensation package requirements.
- Partner with staff to strengthen the internal team if an employee needs to grow in his or her skills.
- Deliver turn-key marketing support remotely for a specified term with strategic touch-points throughout the weeks and months.



MARKETING CONSULTING BENEFITS

What Your Organization Receives

Our desire is to be your marketing partner. We provide these benefits to you in order to create and maintain a successful relationship with you far into the future.



Manage Marketing Plan

- Participate in setting overall fundraising or revenue goals for organization
- Recommend the selection of marketing tactics to meet those goals
- Support the guidance of or prepare your annual marketing plan
- Manage and direct all tactical marketing campaigns—online, direct mail, print, radio, etc.



Comprehensive Budgeting and Invoicing

- Evaluate organization's existing budget and prepare annual marketing budget based on goals
- Periodic budget evaluations and budget estimates for new ideas or ways to find savings
- Craft new recommendations based on opportunities and marketing environment changes; being nimble, embracing creativity and innovation rather than being bound to a strict annual plan
- Maximize discounts and buying power by leveraging our long-standing agency relationships. It's a win-win-win when our clients get the best deal and our partners get to produce professional results.
- Manage agency team members efficiently to ensure the most value for your project investment
- Establish relationships with contracted partners to create simple, comprehensive invoices that simplify your payment process



How does Masterpiece Marketing calculate your invoice totals?

Your consultants' time is already paid for under your monthly contract. However, throughout the process of a project, multiple team members such as copywriters, graphic designers, print partners, animators, and web developers will contribute expertise, value, and services which are tallied as part of job costs. We monitor hard costs with our team member and partners billable time to verify accuracy and to ensure you are receiving the best quality and value for your marketing investment.



masterpiece
marketing



Constant Communication

- Emails, phone calls, Zoom meetings
- On-site meetings with the team
- Travel time and expense, up to 50-miles from Lancaster, PA



Savvy Creative & Messaging

- The broader Masterpiece Marketing creative team will convene weekly about your monthly projects
- Creative campaign concept planning will take place
- Overall graphic art direction and creative planning
- Develop and refine client messaging and storytelling
- Direct and coordinate all photo and video sessions



Negotiating, Estimating & Media Buying

- Provide a shield for all sales calls in order to assess marketing opportunities. Some gatekeepers share our phone and email. We review print, radio, TV presentations and provide our feedback to you.
- Estimating with at least a half dozen printers on any one project to ensure best price for client
- Re-estimating jobs when specifications or quantities change
- Negotiating and buying all media, including placing print and online ads, television, radio and outdoor advertising



Public Relations

- Press release crafted for new awards events or new staff hires
- Updated media contacts for your type of industry or organization



Production Schedules & Deadlines

- Preparation of a master production and/or schedule for each project.
- Project delivery coordination including mailing and delivery of client samples



Research & Tracking

- Researching client industry or field when necessary
- Tracking competition
- Studying existing customer base through the query of Q&A's
- Tracking ROI on specific ad campaigns – if goals have been set. This might be website, email or online advertising.
- Evaluating and recommending additional research projects to meet your needs through www.MasterpieceResearch.org (a special estimate may be required for an extensive research project)



masterpiece
marketing



Spark Session

- Bring your crazy idea, barrier or new goal to us
- Be ready for an energized and inspired session with your large team
- You will share dreams and we will ask questions
- Together we will dream big and create practical solutions and concepts for implementation



Branding Patrol

Organizations who engage with a variety of creative graphic artists and web designers often struggle with brand erosion. This happens when even well-meaning artists stray from the original branding style guide and strategy. This is vital to maintaining a consistent and vibrant brand, one where the customer feels safe and secure with the recognized brand. This included the logo, but it also the established colors, fonts, visual design, print layout and online presence from website to social media and more. Our team of specialists will help your organization maintain an unwavering brand.



Mutual Respect

- We will demonstrate our respect for you and your expertise and foster an environment where we can earn your respect in return.
- You will receive open and honest communication from us and we will expect the same in return.
- We will provide training and understanding in marketing industry terms, standards and acceptable business practices.



Annual Relationship Check

- An annual meeting will be scheduled to review expectations, goals, expenditures, responsiveness, etc.
- At that time both parties will determine the future of the relationship as well as the monthly consulting fee.



Our Commitment To You

If we accumulate more consulting hours spent in a month other than what was agreed upon on the consulting contract, this overage would not be passed on to you but absorbed by Masterpiece Marketing and moved into a less active month.



masterpiece
marketing

Transformational Results



masterpiece
marketing

