

Terra

Digital

WWW.TERRADIGITALAGENCY.CA
nicole@terradigitalagency.ca

**a good
brand
should be
felt.**

**how we
sell
matters.**

Table Of Contents

01. About

02. Our Capabilities

03. Client List

04. Our Work

05. Client Testimonial

06. Investment

07. FAQ

08. Let's Connect

People + planet over profits.

Hey,
I'm Nicole.

Digital Marketing Expert , Mother &
Environmental Activist



01. About

Founded by Nicole McNiven, Terra Digital was born out of the desire to help eco-entrepreneurs build their business and connect them with a community of like-minded people. She has a deep desire to provide business owners clarity and give conscious brands the resources to succeed.

Terra Digital exists to amplify voices that have more to talk about than what they're selling.

Here at Terra Digital, we are firm believers in marketing products and services that do more good than harm. We get excited about partnering with ethical, forward-thinking businesses that are geared towards minimizing our impact on the planet. Through ethical marketing and prioritizing planet & people over profits, we hope to create a community of like-minded people that are striving towards purposeful impact.

CORE VALUES

authentic story-telling // ethical marketing
sustainable impact // creative engagement
planet over profit // transparency

Our Ethos

Terra Digital Agency is a marketing agency specializing in holistic marketing strategy that serves to help clients thrive in both business and in life. We focus on providing a holistic approach to brand clarity and confidence through an intentional strategic framework. This fuels the business owner's passions and self-alignment so they can live a life they desire, while creating a business that fosters that life. Our intention is to help clients live their ideal lives to better serve themselves, their families, their business and the planet.

Company Goals

- * Create a platform for conscious brands to gain confidence and clarity on who they serve while building a business that serves them.
- * Give conscious brands confidence & clarity in their business.
- * Create brands that serve the community and the creator.
- * Create brands that are relentless in planet + people over profit & that shift the tides in the market place.
- * Brands that have the resources to create positive impactful change for our planet and ourselves.

What can you expect when working with us?

- * Increase in community engagement and brand awareness.
- * Clear defined strategic goals.
- * Processes that allow you to increase your resources and get back to running your business.
- * Mindset shifts to being clear and confident in your brand.
- * The ability to dream big and make a difference.
- * Marketing that resonates with your desired audience.
- * Rejuvenate your passion and ensure your brand aligns with you and the life you want to live.

Our clients see real results:

- * **Email open rate avg of 60% vs 20% industry average**
- * **25% increase in product sales**
- * **Saw 50-100% company growth**

02. Our Capabilities

**STRATEGIC FRAMEWORK
CAMPAIGN MANAGEMENT
EMAIL MARKETING
CONTENT PLANNING
BRAND IDENTITY
CUSTOM WEBSITES**

**ADOBE CREATIVE SUITE
CANVA
SQUARESPACE
WORDPRESS
SHOPIFY
MAILCHIMP**

STORY-DRIVEN STRATEGY

Good brands are felt. We will make you irresistible with clear messaging that resonates with your community. You have an important story to tell, and we want to make sure it's heard.

CREATIVE VISIONING

We create a framework that puts you in the driver's seat. We want you to be confident and have clarity in your brand. With actionable steps, we will help you bring that feeling to reality, allowing you to feel empowered and ready to move forward with your dreams.

BRAND IDENTITY + AUDIT

Show the world you mean business with a strategic brand identity that stands out above all the noise. Already have an identity, but need help refining it? We've got you.

DIGITAL MARKETING

Once we've built a solid foundation for your brand, we will elevate it with strategic, diverse & ethical marketing practices to curate a community of like-valued people who will benefit from the product or service you provide.

WEB DESIGN + AUDIT

A well-designed website is the foundation of any business. We will create a custom designed website that translates all of your irresistibly into an online space that aligns with your like-valued audience.

MAINTENANCE

Need a little help to keep everything going once your strategy is implemented? Let's keep working together by continuing to enhance your brand & grow your resources. We can help maintain your message while you're working on changing the world.

03. Our Client List

F  TPRINTS

Eco Store & Refillery



YOUR GREEN
KITCHEN

FLOSSPOT™



The Zero Waste Collective™



STICKS+
STONES
design group inc.

RLNWA
REMEMBERING LEONARD NIMOY WELLNESS ACADEMY

04. Our Work

Elevating Purpose-Driven Brands That Give A Damn.

Terra Digital focuses on providing clarity and brand confidence through a strategic framework that allows brands to thrive. We love to tell their story in a way that customers hear and take action.

We have proven strategies that tell an incredible story. We want to make sure our client's stories connect with the right people by building awareness, creating an impact and ultimately, making conversions.

You're here to make a difference, to cause change and shake things up. We love that, and we know together we can create a catalyst for ecological change.

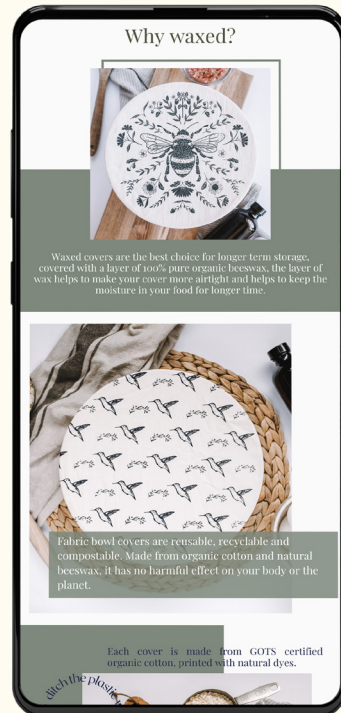
Your brand's positive impact deserves to be heard.



01. Your Green Kitchen

Brand Audit
Email Marketing
Creative Visioning
Wholesale Marketing

We took a beautiful brand and made it sing. We provided the client email marketing that targeted both retail & wholesale, social media advertising and refining their wholesale offerings. These strategies saw an 80% increase in the brands reach.



02. New Moon Tea Co.

Email Marketing
Story-Driven Marketing
Wholesale Marketing

We took a thoughtfully curated brand and increased reach and awareness through holistic wholesale marketing. This allowed them to dig deep into their brand to expand their business and customer base.



03. Vulcan County Health & Wellness Foundation

Email Campaigns
Story-Driven Marketing
Print Marketing

We allowed this non-profit to shine so they can do what they do best. Through feedback and engagement we have increased their overall brand awareness, donations, and corporate sponsorship. We also provide them engaging social media content that helps share their message.

Become a

MONTHLY DONOR

- \$25
- \$50
- \$100

EVERY DOLLAR SUPPORTS YOUR COMMUNITY.

We are excited to announce we have launched an option to become a monthly donor. This will make supporting community initiatives a simple process that allows you to make a direct impact in your community.

DONATE \$25 A MONTH ...and help provide S.O.S Kits to our healthcare workers.

DONATE \$50 A MONTH ...and sponsor bursaries for local health care professionals.

DONATE \$100 A MONTH ...and directly support facility expansion, enhancement + future wellness programs.

Welcome to
The Power of Community

You have now successfully joined a group of committed citizens that will transform the way the County of Vulcan receives access to healthcare and wellness initiatives.

We understand how it feels to worry about critical resources in our community. With your help we will change this narrative and have a powerful impact.

We look forward to enhancing quality health care and wellness programs together.


Hello to
The Power of Community

We all want a life that is full and enriching in our beautiful small community. Ways we do this are by fostering solid relationships, having jobs that provide opportunity and growth, volunteering, access to recreation and quality healthcare.

We want to ensure that should you require healthcare services in our community that you have access to the best resources available. This is why with your help we have built a state of the art healthcare facility in Vulcan County.

In 2011 our Trustees saw a desperate need to enhance the current Vulcan Community Health Centre. Today with your dedicated commitment to ensuring Vulcan County residents have access to the highest quality health care we have achieved this goal.

Our newly built Vulcan Health and Wellness Center has added 800 square meters of state of the art facilities to the existing VCHC.



The Staff at the Vulcan Community Health Centre is using the Wellness Space for ongoing training. And would like the community to know how thankful they are.

ACLS (advanced cardiac life support) took place in the

'TIS THE SEASON TO GIVE!



THANKS TO YOU

WE EXPANDED THE VULCAN COMMUNITY HEALTH CENTRE, PROVIDED BURSARIES, S.O.S. CARE KITS, COMMUNICATION TECHNOLOGY FOR ACUTE AND LONG TERM CARE.

2021 PLEDGE DRIVE

SUPPORT IMPORTANT HEALTH INITIATIVES IN OUR COMMUNITY.



Make an Impact Today!


INTRODUCING THE RESUSCI ANNE PROGRAM

HIGH-PERFORMANCE CPR SKILLS SIMULATOR

THIS EQUIPMENT IS CUTTING EDGE FOR VULCAN COUNTY AND ALLOWS ON-SITE HIGH-QUALITY TEAM AND SKILLS TRAINING. ALONG WITH OUR HEALTH CARE TEAMS, COMMUNITY MEMBERS SUCH AS FIRST RESPONDERS, FIRE RESCUE, AND E.M.S. WILL GAIN EXPERIENCE AND PRACTICE LIFE-SAVING SKILLS.

YOUR GIFT TODAY WILL MAKE A DIRECT IMPACT IN THE COMMUNITY. YOU WILL RECEIVE A CHARITABLE TAX RECEIPT.

PLEDGE DRIVE IS OPEN UNTIL DECEMBER 31ST.



MAIL A CHEQUE
PO BOX 28, VULCAN, AB
T0L 2B0

GIVE ONLINE
VCHWFUNDATION.COM

IN PERSON
610 ELIZABETH STREET, VULCAN

@VCHW.FOUNDATION
FACEBOOK.COM/VCHWF

Vulcan County Health & Wellness Foundation
www.vchwfoundation.com

03. Vulcan County Health & Wellness Foundation



**HOW CAN YOU
CHALLENGE
YOURSELF TODAY?**

4 TYPES OF SELF CARE



spiritual



physical



emotional



social



INVEST IN YOUR COMMUNITY

**Every donation made to
Vulcan County Health & Wellness
Foundation stays in the community.**

Your donations go towards local health & wellness initiatives like facility upgrades, training programs, bursaries for local healthcare workers, S.O.S Kare Kits and so much more.

**Through monthly donors, we are able to give back to our
community to improve the health & wellness of everyone.**

"The staff at the Vulcan Community Health Centre is using the Wellness Space for ongoing training. And would like the community to know how thankful they are."

- STAFF OF VULCAN COMMUNITY HEALTHCENTRE



BECOME A MONTHLY DONOR FOR JUST \$10/MONTH



Please visit our office to make a donation at:

Vulcan Community Health Centre or
www.vchwfoundation.com

THE POWER OF COMMUNITY



**Every dollar donated to
Vulcan County Health & Wellness
Foundation stays in the community.**

Your donations go towards local health & wellness initiatives like facility upgrades, training programs, bursaries for local healthcare workers, S.O.S Kare Kits and so much more.

**Through monthly donors, we are able to give back to our
community to improve the health & wellness of everyone.**

**Become a monthly donor for just \$10/month
and make a difference today.**



Please visit our office to make a donation at:
Vulcan Community Health Centre or
www.vchwfoundation.com

04. Remembering Leonard Nimoy Wellness Academy

Branding Identity Story-driven Marketing

We helped take the legacy of an eternal icon and transformed it into a meaningful message to create change in the world. By tapping into a bygone era to create a story, a powerful brand identity was born.

RLNWA
REMEMBERING LEONARD NIMOY WELLNESS ACADEMY

COLOR PALETTE

- #000000
- #C54116
- #FFA626
- #00759B
- #6EA5BA

TYPOGRAPHY

Poppins
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OSWALD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND INSPIRATION

“LOGIC IS THE BEGINNING OF WISDOM.”
- LEONARD NIMOY.

KIDS DESERVE TO BREATHE CLEAN AIR.

COVD
COVD
COVD

ASK FOR HELP TO QUIT SMOKING

SAVE YOUR LUNGS

THE FIRST STEP TOWARDS CHANGE IS AWARENESS. THE SECOND STEP IS ACCEPTANCE.
- NATHANIEL BRADEN

BEING A SMOKER INCREASES YOUR RISK OF COVID-19 OUTCOMES

MOST PEOPLE DIAGNOSED WITH COPD ARE AGE 65 AND OLDER.

QUIT SMOKING TODAY

05. Footprints Eco Store & Refillery

Email Marketing
Strategic Framework
Story Driven Strategy
Campaign Management
Creative Visioning

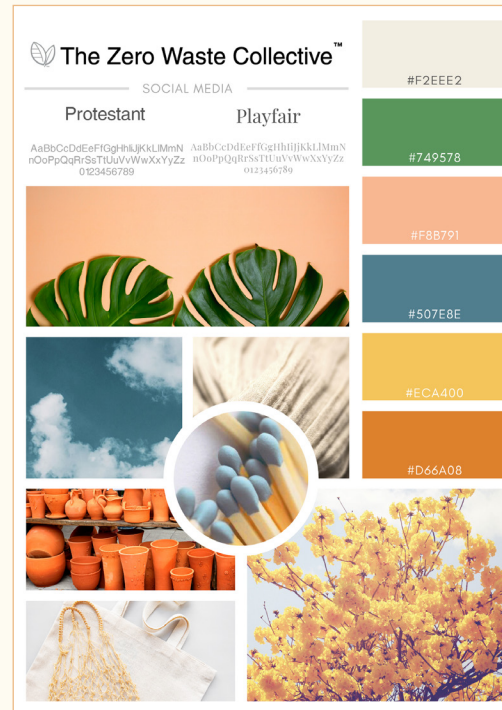
Through holistic design & strategy, we developed and grew a large email marketing strategy with high conversion rates. This provided room for our client to focus on their in-person sales. We provided confidence and clarity to the business owner so they could shine and own their brand.



06. The Zero Waste Collective

Branding Audit Digital Marketing

Helped an established brand pivot to a new online voice by creating an engaging digital presence. We provided a well established brand clarity & a strategic framework to increase sponsorship opportunities.



07. KMH Touches - Flosspot

Digital Marketing

Established the brand's authority in the marketplace through education, research and data to make conscious decisions when choosing sustainable products and services.

GREEN WASHING

What is greenwashing?

Greenwashing is marketing by a company that co-opts sustainability narratives to portray an environmentally friendly image to sell more products.

There are some questions you can ask brands to check if they are really environmentally friendly:





You can ask brands:

- Does the product come in anything other than PET?
- Can you ask the manufacturer for PHA packaging?
- Can you tell me more about your sustainability efforts?
- I noticed you had xyz labeling on your packaging. Are you able to provide the data to support this?

When asked questions about their sustainability claims, be sure to notice if their claims don't add up or if there is a limited/lack of response when you inquire further.

—

We can all help the earth when we keep companies accountable for their environmental claims.



“Small acts when multiplied by millions of people can transform the world”.

Howard Zinn

It's estimated the U.K. throws out 292 million floss dispensers every year.

Make the swap to a refillable Flosspot and never throw away another dispenser.



★★★★★

"Absolutely love my silk floss...it is so elegant that it looks great on the bathroom counter. This is a company passionate about no plastic even in its packaging."

FLOSSPOT™



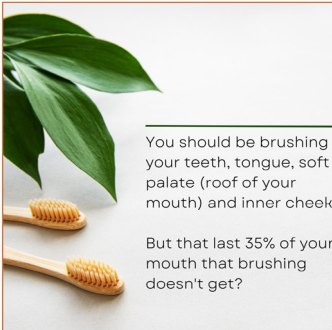
DID YOU KNOW?

Brushing only cleans 65% of your teeth.




You should be brushing your teeth, tongue, soft palate (roof of your mouth) and inner cheeks.

But that last 35% of your mouth that brushing doesn't get?



That's what flossing is for!

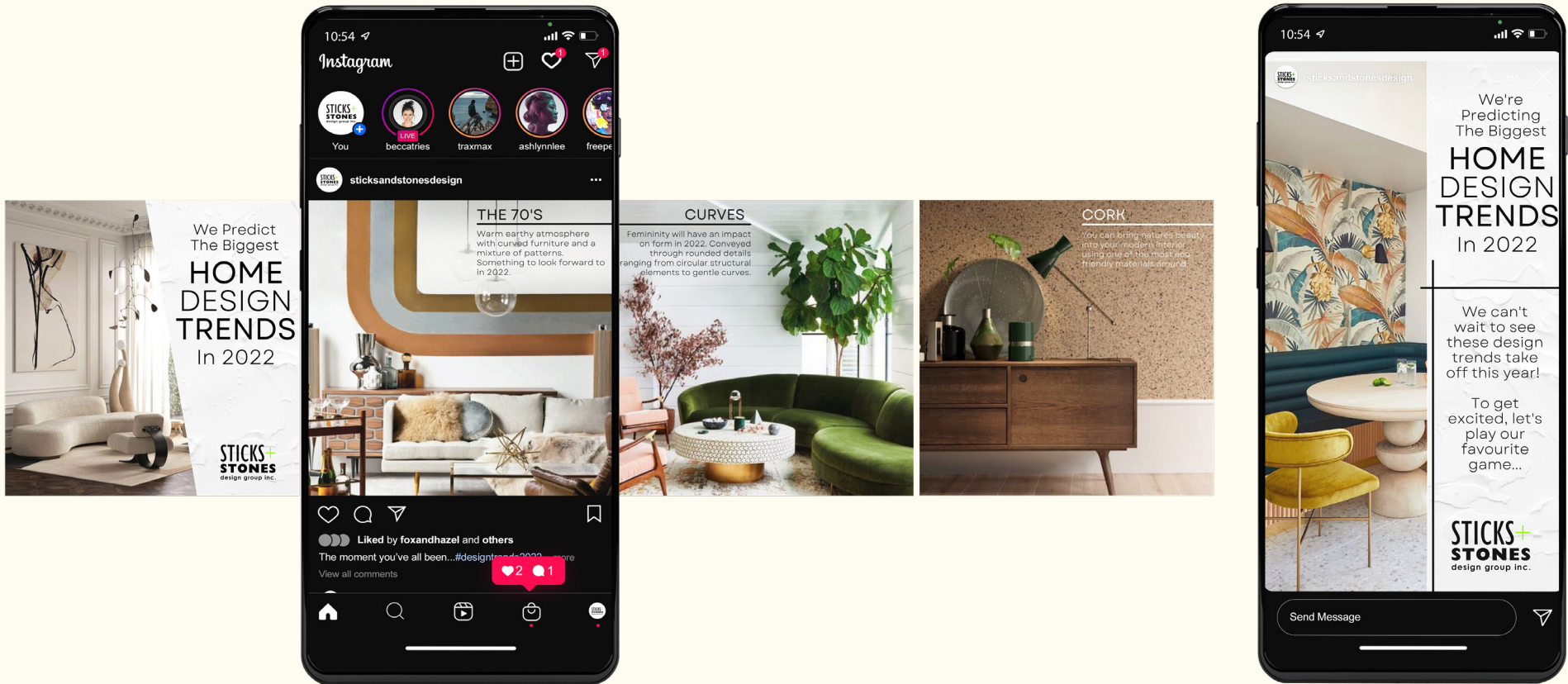
Most adult cavities occur between the molars, so it's important to floss daily.



08. Sticks + Stones Design Group

Digital Marketing

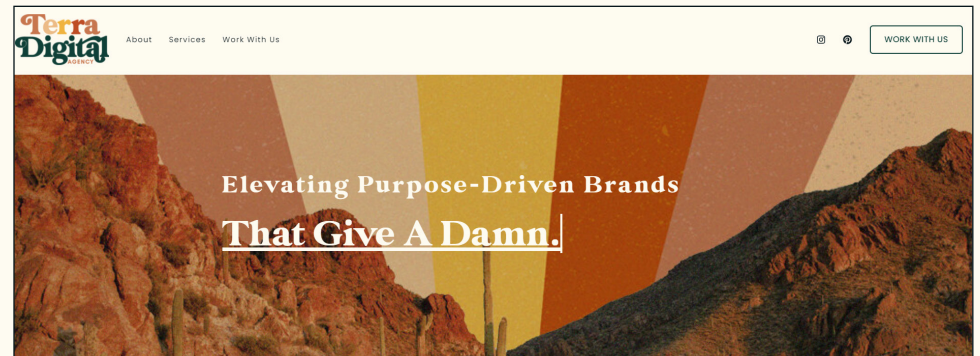
Showcased the brands commitment to design excellence through strategic storytelling of well-written copy paired with winning graphics.



09. Terra Digital Agency

Brand Identity
Website
Digital Marketing

Created a brand ethos that inspires and informs through strategic storytelling. Rooted in nostalgia & our planet, came a commitment to foster brands that give a damn and create positive impact. Ensuring how we sell matters.



05. Client Testimonials



"Working with Nicole keeps your brand current and fresh. She is lovely to work with and has a feel for who YOU are."

- Kathryn H, Owner & CFO of KMH Touches

"The stars aligned and she joined my team to head up marketing. Nicole was such a part of the team that she felt like an integral part of our organization and not a consultant. Her passion for sustainability showed through in everything she did and she always went above and beyond, including driving across the province to help set up a new store. She has a real interest in data and metrics and keeping a close eye on those was a huge value."

- Jen N, Owner of Footprints Eco Store & Refillery




"I love the time that Terra Digital took to learn about my business. They went above and beyond with their services to ensure everything was on point"

- Tara M, Founder of Zero Waste Collective



06. Investment

Good
brands
are
felt
and
seen.



We know that running a business means tracking every expense because you are going all in on your dreams. You're making the leap of faith and what a big leap that is!

A professional strategic framework and creating a brand that resonates is an investment that will pay you dividends. When you invest in your business, you invest in your self worth. We know this can feel like a leap but we promise you will be so happy you took it with us.

At Terra Digital, we love to partner with people that love what they do, and want to make the world a better place. We are here to cheer you on & fuel your passion to create a business that you're proud of and design a life you love in the proces.

For each client, we create a custom quote for your specific needs. We talk about your objectives and how we will solve them through our process. We only work with one client at a time to ensure you are receiving the best service and results possible.

Most clients invest \$6-18k+, depending on the scope of work and deliverables. Our clients see a return on their investment within three to twelve months, and have an ROI of up to 300%. We believe in our work, our passion to help purpose-driven brands succeed and we want you to be in that group. **Will you join us?**

Why should I choose to work with you?

If you're looking for someone who cares about your business and your message as much as you, then we are your people! We know how much energy & thought you've put into building your business. Our goal is to help you cut through the noise and get your message HEARD.

We believe in our clients impact in the world, and strive to provide top-notch service to get that message out. With over 10 years experience, we're confident that we can bring serious value to your business.

What do I need to provide to begin?

We have an excellent onboarding process in place, where we walk you through each phase of the project. From the minute you're onboarded until you're hitting send on that marketing email, we will be in touch through the whole journey. We typically start with a brand strategy call to get valuable insights on your company's vision, your audience and your goals. We ask our clients to commit to homework given to them to ensure we get the best results for your business.

What if I just need x done?

If you're a new client, the services offered on our website are the only way to get started with us. Once you're in the family, we offer "a la carte" services for existing clients.

07. FAQ

Do you offer payment plans?

Absolutely! We know how stressful starting your own business is and how those expenses can add up. Your first payment is non-refundable and required to save your spot in the schedule. Want to pay it off at once? We can do that too.

There is no price difference between these payment options, as we don't believe you should be penalized for needing a longer time to pay. You pay the same whether it's all at once or bit by bit over a period of time.

How long does a project take and how soon can we start?

This will entirely depend on the project type as well as our current availability. We only work with one client at a time to give each client all our attention. We are all in on your big dreams, and we can't afford to get distracted. If you're interested in working together, we would recommend reaching out ASAP to get a spot!

What does "terra" mean?

Terra is the Latin term for Earth or land. There was also a Roman goddess named *Terra Mater*, meaning Mother Earth. Yup, we're so passionate about this planet we love that we included it in our name!

08. Let's Connect



Want to work together?

We're honoured you're considering working with us. Please **submit your inquiry** by providing a little more information about your business and what you need help with.

We only work with a limited number of clients per year to ensure we provide the best care and attention, so don't wait too long to submit your interest!

Reach us via the **application form** or send us an email!

Contact Information:

E: nicole@terradigitalagency.ca

W: www.terradigitalagency.ca

P: 1-403-601-0836

IG: [@terradigital](https://www.instagram.com/terradigital)

Pin: [@terradigitalagency](https://www.pinterest.com/terradigitalagency)



People + planet over profits.