

Terra

Digital

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**a good
brand
should be
felt.**

**how we
sell
matters.**

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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

Go Endless

Sorensen 
LIVING CO.

BOWNESS
SOAPWORKS

 EMPOWERED
CANADIANS

HOMES BY
SORENSEN



Vulcan COUNTY
Health & Wellness Foundation

GREENBRIAR
market + refillery


Sustainably
KIND LIVING

 The Zero Waste Collective™

RLNWA
REMEMBERING LEONARD NIMOY WELLNESS ACADEMY


NEW MOON
tea co

STICKS+
STONES
design group inc.

YOUR GREEN
KITCHEN

F²TPRINTS
Eco Store & Refillery

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.

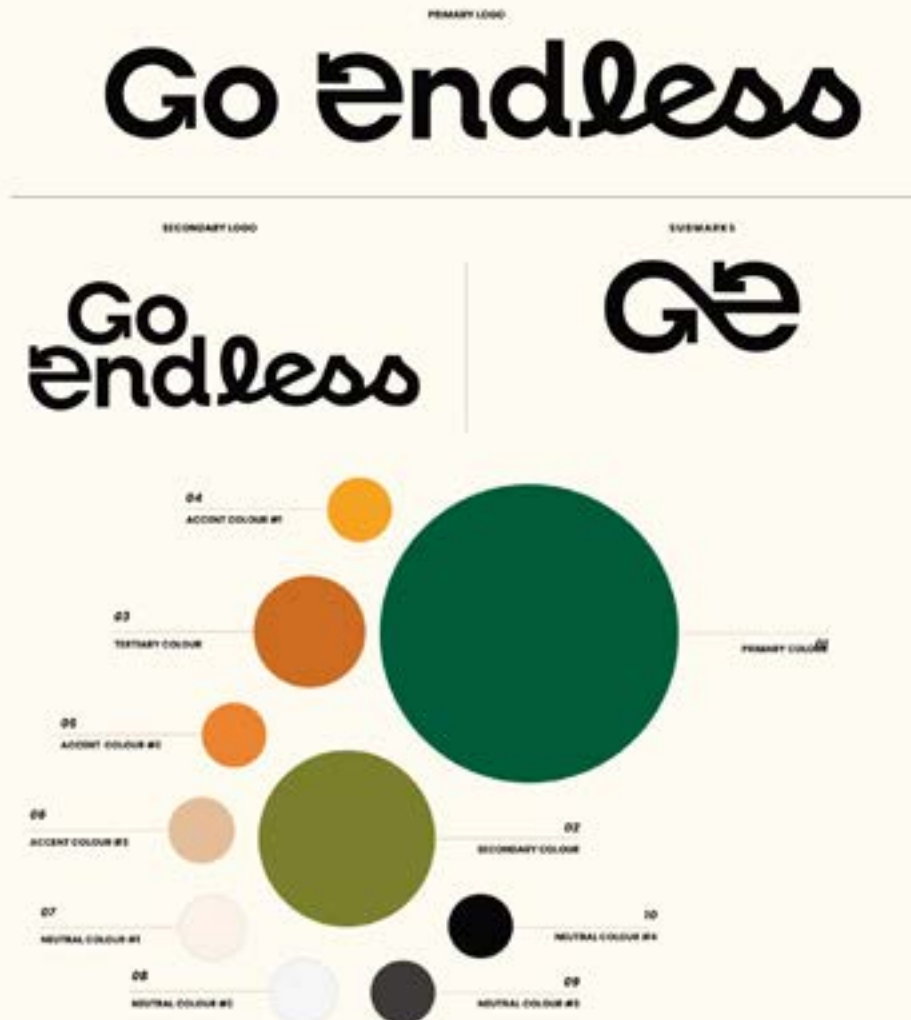
Your brand's positive impact deserves to be heard.



01. Go Endless

Brand Identity

Created a brand identity that is fresh & engaging while incorporating the founder's mission of connecting users with sustainable services. The marriage of modern & vintage come together to create this unique branding.



02. Empowered Canadians

Brand Identity Brand Templates

Created a brand identity that is rooted in Canadian identity. By focusing on the mission of informing & educating Canadians, a brand that feels strong, trustworthy and bold was born.



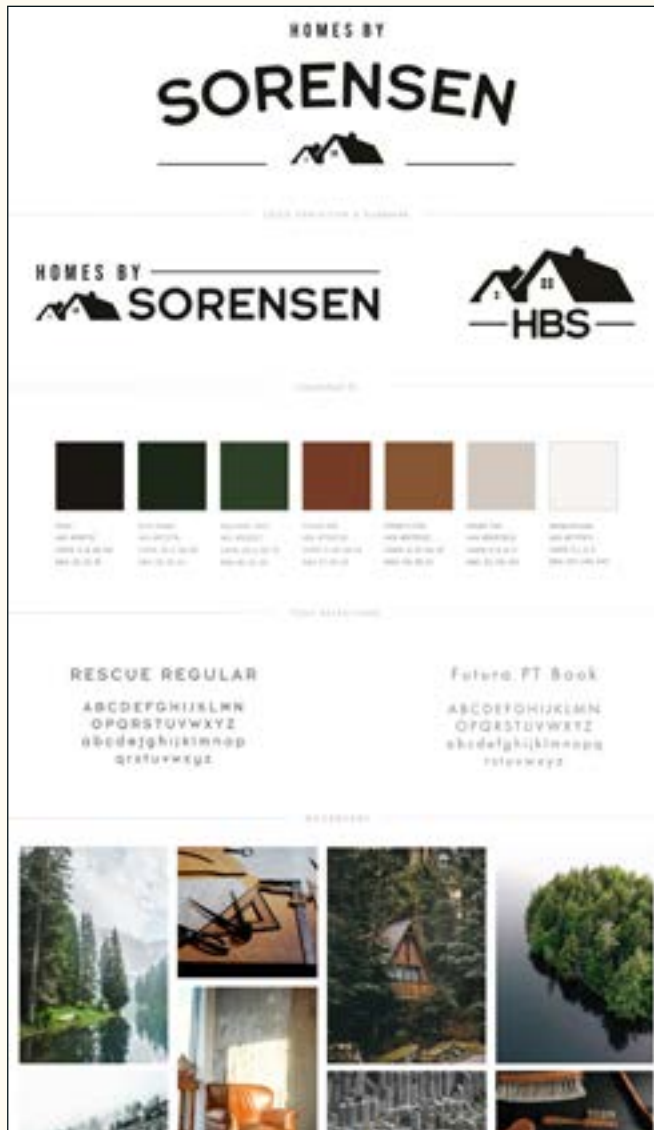
02. Empowered Canadians



03. Homes By Sorensen

Brand Expansion Brand Templates

Expanded an existing branding to create a more thoughtful & in-depth brand to last for years to come. Included multiple templates to ensure all social channels are consistent & on-brand.



04. Sorensen Living Co.

Brand Identity Brand Templates

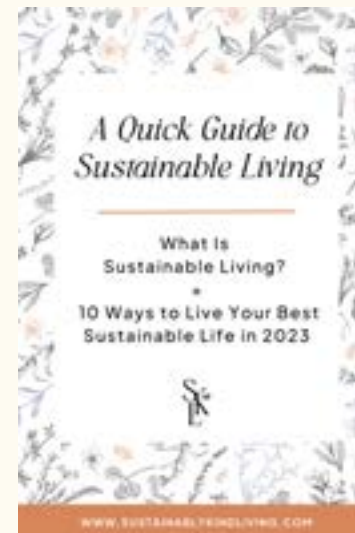
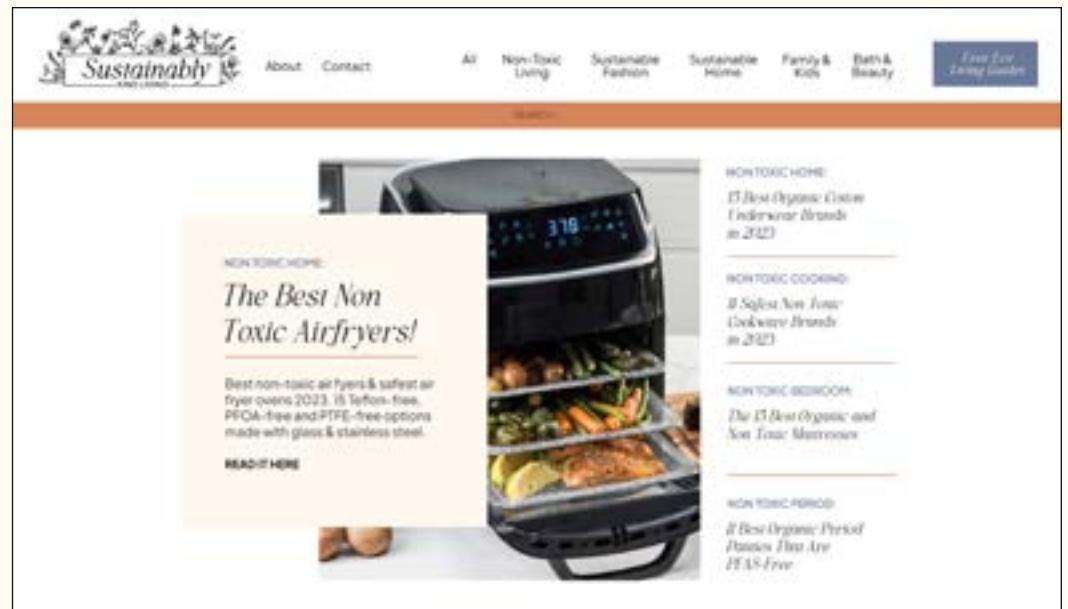
Created a brand identity that is built upon the client's passion for eco-conscious design. By focusing on the brand's truth, we created a well-rounded identity that speaks to both the client and their audience.



05. Sustainably Kind Living

Brand Identity Brand Templates

Created a brand identity that is rooted in intentional slow living. By focusing on the client's personal journey to a new way of life, a brand that feel warm, classic and earthy was born.



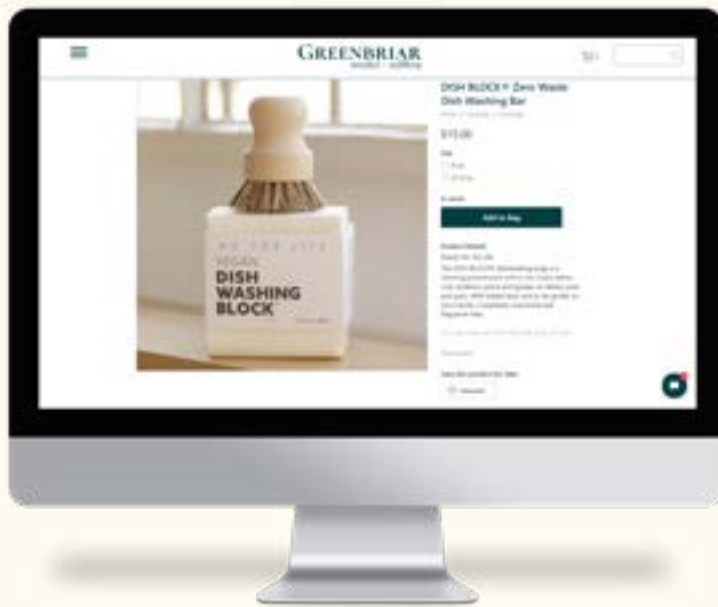
06. Greenbriar Market + Refillery

Branding Identity Custom Website

Developed a strong brand identity that reflected the client's goals and is consistent through their online and retail spaces. We built a custom e-commerce website that married form & function to create a beautiful experience for customers.



06. Greenbriar Market + Refillery



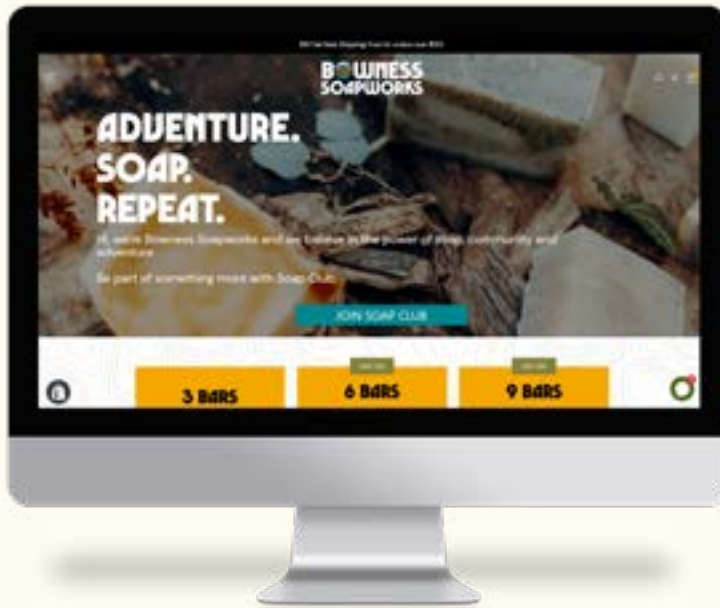
07. Bowness Soapworks

Brand Identity
Digital Marketing

Created a brand of handmade soaps that encourage customers to seek adventure. Rooted in the outdoors & community, we built a brand that stood out in the handmade soap industry with bold design and intentional strategy.



07. Bowness Soapworks



08. 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.



09. New Moon Tea Co.

Email Marketing
Story-Driven Marketing
Wholesale Marketing

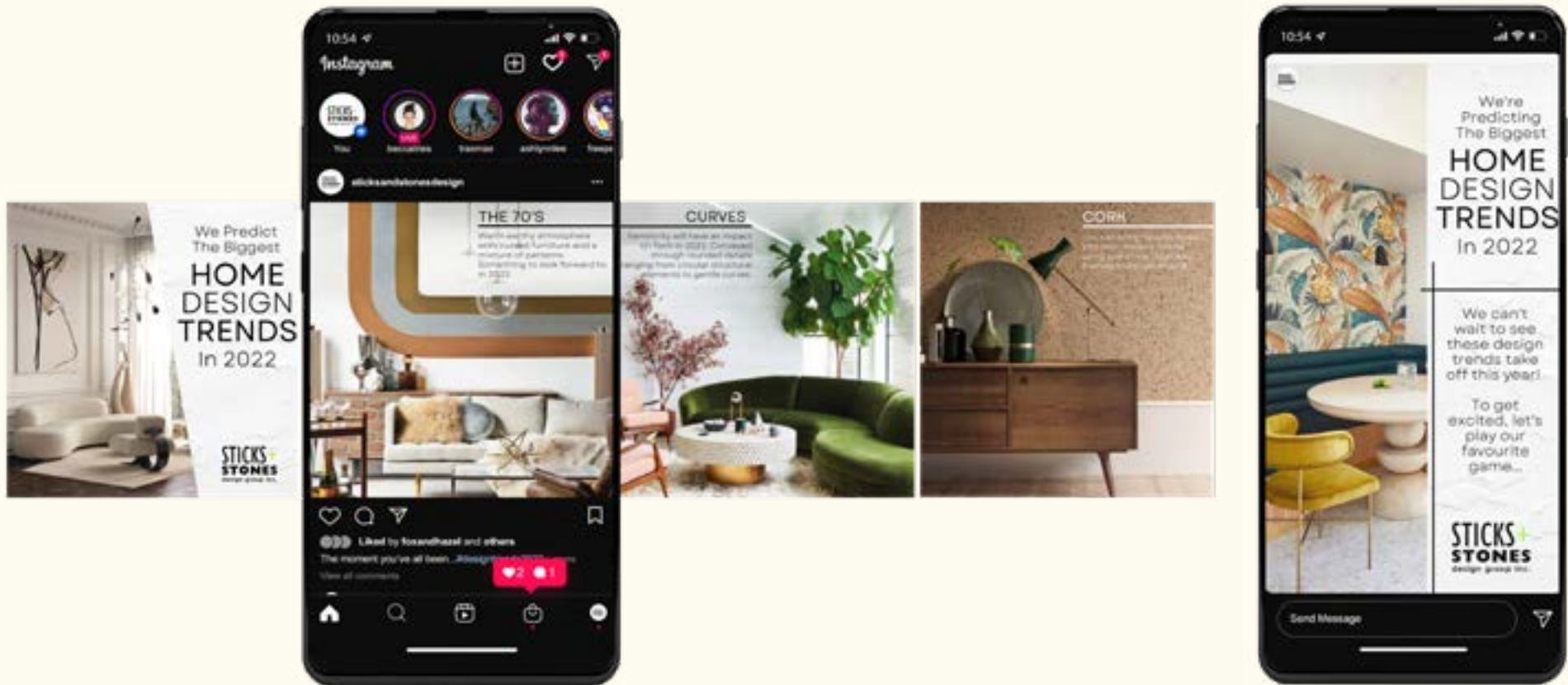
We took a thoughtfully curated brand and increased reach and awareness through holistic wholesale marketing. This allowed them to dig deep into their brand to expand their business and customer base.



10. Sticks + Stones Design Group

Digital Marketing

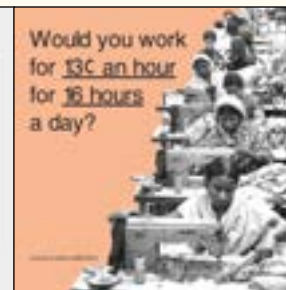
Showcased the brands commitment to design excellence through strategic storytelling of well-written copy paired with winning graphics.



11. 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.



12. 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.



12. Terra Digital Agency



05. Client Testimonials



"The goal was for Terra Digital to lean in, listen and honor the personality that my brand has. And heck yes, they delivered. I feel seen! It isn't just fonts, colours, and logos. It's capturing the heart of my business, what I represent and creating a branding strategy that allows to easily be asked 'Is that decision on brand?' It's given my brand ease, direction and life."

- Heather S, Founder of Sorensen Living Co.

"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




"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



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?**

07. FAQ

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.

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 to long to submit your interest!

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

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People + planet over profits.