

CATALYST

Consulting for Leading Brands

CASE STUDY:
SOCIAL MEDIA REBRANDING,
STRATEGY AND TRAINING
PROGRAM DEVELOPED FOR



Child Crisis Arizona
Safe kids. Strong families.

"Catalyst helped us through a transitional period – we had the tricky task of condensing five agencies under one non-profit brand. This meant combining multiple profiles on several social media sites under one profile per platform, retaining our current audiences and, ultimately, growing them. Catalyst provided the expertise and training we needed to successfully create a new foundation for our social media activities. In the end, their strategic planning and training of our staff has allowed us to aggressively grow our online communities, and engage with them in a meaningful way that furthers our objectives. Whether you need help with branding, or training an in-house team, the experts at Catalyst will make it happen. We found working with them to be enjoyable and productive and we are happy to recommend them."

TORRIE TAJ, CHIEF EXECUTIVE OFFICER
CHILD CRISIS ARIZONA



EXECUTIVE SUMMARY

- + Child Crisis Arizona, a non-profit with offices and shelters throughout the Valley of the Sun in Arizona, offers emergency shelter services to children, foster care and adoption programs, and Head Start, prevention and education programs for at-risk families.
- + Prior to 2016, the organization was comprised of five smaller non-profit agencies. At the time, new Executive Director, Torrie Taj and her team were tasked with condensing the five agencies under the umbrella of Child Crisis Arizona, including a total rebrand with overhaul of multiple social media profiles on Facebook, Instagram, Twitter, LinkedIn and email databases.
- + Catalyst spearheaded the plan to condense and rebrand social media profiles while preserving audiences and their trust, defined objectives for growth and engagement with accompanying strategic plan to achieve those goals, and trained staff on our proprietary social media management systems.

CHALLENGES

Child Crisis Arizona had multiple profiles across multiple social media platforms that had to be condensed and rebranded without losing followers in the process.

Messaging was vague and posts were intermittent at best; social media use lacked planning, strategy or defined objectives with multiple goals.

Multiple email databases collected over the years from several sources were pooled into large lists.

A newly designed website had too many pages and lacked communication paths to funnel readers strategically into taking specific actions.

HOW CATALYST HELPED

Over the course of a six-month engagement, Catalyst developed a plan and timeline to make website copy and visitors funnels more effective, condense multiple social media profiles on Facebook, Twitter and Instagram, and provided insightful recommendations for LinkedIn (individual and company) profiles and overhauling email-marketing activities.

We also collaborated with Child Crisis Arizona's in-house marketing team to create well-defined social media objectives, and implemented a systematized approach to reaching these goals.

RESULTS

- + multiple social media profiles of differing brands condensed into single, cohesively branded profiles across platforms
- + in-house marketing staff is now proficient in using Catalyst's proprietary management systems, including crisis planning and how to report meaningfully to executive leadership
- + Child Crisis Arizona now has well-defined social media objectives and a strategic plan to follow for success - by the end of year 1, goals to grow community of followers was met or exceed on profiles used including meeting goal for 300% organic growth of followers on Facebook and beating goal for organically growing followers on Instagram by almost double
- + email databases were re-sorted and donors, volunteers and program participants were placed on their own lists for use in effective, targeted email marketing campaigns
- + a plan was developed and executed by Catalyst to thin out copy on website, condense content to fewer pages, and to place calls to action for donations, volunteerism and programs on key pages to funnel users into taking action

**Contact Catalyst today to learn more,
480-270-5395 | admin@brandwithcatalyst.com**