

Strategic Marketing Partnerships for Growing Local Businesses

IMPACT
BRAND STUDIO

Clarity. Consistency. Meaningful Growth.

www.impactbrandstudio.com

Hello there!



Impact Brand Studio was created to give local businesses access to thoughtful, strategic marketing support without the cost or complexity of a traditional agency.

With more than eight years of experience across marketing, media advertising, and event planning throughout the Triangle, I've had the opportunity to partner with organizations such as the Hurricanes, Coastal Credit Union, Future City, and Carolina Ale House. That work shaped my belief that when marketing is structured and aligned with clear goals, it becomes a powerful driver of growth.

I've also seen how often small business owners are left trying to manage everything themselves while running the day-to-day of their business. My approach is simple: start with strategy, execute with purpose, and build marketing that supports long-term growth rather than short-term trends. Outside of work, I'm usually traveling, trying new restaurants, or taking walks with my dog — experiences that continually shape how I think about brands, hospitality, and community.

Impact Brand Studio partners with a select number of businesses each quarter to ensure every client receives focused, thoughtful attention.

If you're ready for marketing that feels clear, consistent, and built to grow with your business, I look forward to connecting.

Brianna

Founder, Impact Brand Studio

Who we partner with

Impact Brand Studio partners with locally owned businesses across Raleigh and the Triangle that are ready for structured, strategic marketing support.

Our clients are hands-on owners focused on running and growing their businesses. They understand marketing matters, but without the right structure, it can become inconsistent or reactive.

We are best aligned with businesses that value clarity, consistency, and long-term growth.

We're a Strong Fit For

- Locally owned and operated businesses
- Service-based brands and brick-and-mortar shops
- New & established businesses preparing for their next stage of growth
- Owners who want expert marketing guidance without building an internal team

Marketing should support your business goals and create momentum — not add stress.



Our approach

More Than Social Media. A Strategic Marketing Partnership.

Many marketing providers focus on posting content. We focus on building a cohesive marketing system.

At Impact Brand Studio, every partnership is guided by three core principles: strategic direction, consistent execution, and promotional strategy. Together, these create structured growth rather than scattered marketing activity.

Strategic Direction

Strategy comes first. Before execution begins, we define clear objectives, refine messaging, and align marketing efforts with your broader business goals. Direction ensures every initiative serves a purpose — not a trend.

Consistent Execution

Consistency builds trust. Through structured planning, intentional content, and ongoing refinement, your brand shows up professionally and reliably. Marketing should feel steady and aligned, not sporadic.

Promotional Strategy

Campaigns create momentum. Beyond ongoing visibility, we design strategic promotions and partnerships that generate measurable movement and expand your reach within the community.

Marketing support for your next stage

As businesses grow, marketing can not be approached reactively. Many owners initially manage it internally, but as the business expands, maintaining consistent, strategic execution becomes increasingly challenging.

Hiring an in-house marketing professional often requires a minimum annual investment of \$60,000 before benefits and overhead, while traditional agency retainers and contracts are typically structured for larger organizations.

Impact Brand Studio bridges that gap, delivering agency-level direction and execution without the infrastructure of an internal team or the scale of a traditional agency — thoughtfully structured to drive momentum for growing local businesses.

Below are the ways we support growth at every stage.

Growth Marketing Partner

Senior-level marketing leadership designed to drive measurable growth

Full-service marketing partnership designed to expand visibility, engagement, and revenue opportunities.

Starting at \$1,950 a month

Brand Presence Partner

Consistent, professional marketing without managing it yourself.

Ongoing planning, publishing, and optimization to keep your brand visible and aligned.

Starting at \$1,250 a month

Marketing Foundations

Clarity and direction before you invest in ongoing support.

A focused strategy delivering a professional audit and a 30-day roadmap aligned with your goals.

Starting at \$1,100

Event & Launch Support

Strategic promotion for launches and brand activations.

Planning and execution support for events that deserve momentum.

Starting at \$1,700 per project

Growth Marketing Partner

Full-Service Marketing Partnership

Ideal for established businesses ready to invest in long-term visibility, structured campaigns, and measurable growth.

A comprehensive marketing partnership combining ongoing execution with promotional planning and strategic oversight.

WHAT YOU'LL GET

Everything in Brand Presence Partner, plus:

- ✓ Quarterly promotional planning
- ✓ One strategic campaign or activation per month
- ✓ Event or partnership strategy support
- ✓ Local visibility and collaboration initiatives
- ✓ Ongoing strategic consulting

EXPECTED OUTCOMES

- ✓ Increased visibility across platforms
- ✓ Structured promotional calendar
- ✓ Campaign-driven momentum
- ✓ Stronger brand authority

STARTING AT \$1,950

Structured as an ongoing monthly partnership with a three-month minimum commitment to establish consistency and momentum.

Brand Presence Partner

Ongoing marketing execution

Ideal for business owners who want consistent, professional marketing without managing it internally.

Monthly content strategy, publishing, and performance refinement to maintain steady visibility and brand alignment.

WHAT YOU'LL GET

- ✓ Monthly content planning
- ✓ Content creation, caption writing, and publishing
- ✓ Platform management and light creative support
- ✓ Monthly performance reporting
- ✓ Ongoing strategic refinements

EXPECTED OUTCOMES

- ✓ Consistent and professional brand presence
- ✓ Increased audience engagement
- ✓ Improved brand recognition
- ✓ Stronger trust with current and potential customers

STARTING AT \$1,250

Structured as an ongoing monthly partnership with a three-month minimum commitment to build consistency and performance insights.

Marketing Foundations

One-Time Strategy and Direction

Ideal for Business owners who need clarity and a structured roadmap before committing to ongoing support.

A focused strategy engagement designed to assess your current marketing efforts and define clear next steps.

WHAT YOU'LL GET

- ✓ Brand and digital presence audit
- ✓ Messaging and positioning refinement
- ✓ Competitive and visibility assessment
- ✓ 30-day marketing action plan with a defined priority roadmap
- ✓ One follow-up strategy call

EXPECTED OUTCOMES

- ✓ Clear marketing direction and defined priorities
- ✓ Refined messaging
- ✓ Practical, actionable next steps
- ✓ Delivered within 2-3 weeks of engagement

STARTING AT \$1,100

Strategy engagement completed within 2-3 weeks of kickoff, including review and follow-up discussion.

Event & Launch Support

Project-Based Campaign & Activation Planning

Ideal for businesses planning a launch, brand activation, corporate event, or major milestone that deserves intentional promotion and strong visibility before, during, & after the event.

Planning and promotional coordination to ensure your event gains strong visibility, meaningful engagement, and continued momentum before, during, & after launch.

WHAT YOU'LL GET

- ✓ Campaign or event strategy development
- ✓ Promotional rollout and pre-event visibility planning
- ✓ Messaging and content direction
- ✓ Execution guidance and coordination support
- ✓ Post-event follow-up strategy

EXPECTED OUTCOMES

- ✓ Coordinated promotional visibility
- ✓ Increased event attendance or participation
- ✓ Stronger local awareness
- ✓ Extended post-event momentum

STARTING AT \$1,700

Project-based timeline determined by event date, promotional window, and scope of support.

Process and Partnership Experience

Every partnership follows a structured, collaborative process designed to create clarity, alignment, and measurable momentum.

DISCOVERY & ALIGNMENT

We begin with a focused strategy conversation to understand your goals, audience, and priorities. This ensures clear direction and shared alignment before execution begins.



STRATEGIC PLANNING

You receive a defined marketing roadmap outlining messaging direction, content priorities, and promotional initiatives aligned with your business objectives.



IMPLEMENTATION & EXECUTION

We manage content, campaigns, and initiatives with structure and consistency, keeping you informed through regular communication and check-ins without requiring day-to-day oversight.



OPTIMIZATION & GROWTH

Performance insights guide ongoing refinements to ensure your marketing remains aligned and effective. Successful partnerships rely on timely feedback, shared goals, and consistent execution.

Testimonials

“Brianna is an absolute powerhouse. She’s creative, strategic, and truly understands how to turn Ideas Into results. Working with her feels effortless. She listens, cares, and delivers. If you want someone who’s not just talented, but genuinely invested in your success, she’s the one!”

Daniella S.

“From the earliest planning stages through execution, Brianna was an incredible partner for our event. She understood our goals immediately and translated them into a cohesive, well-promoted experience that generated real excitement. Her attention to detail and strategic mindset made all the difference.”

Dana K.

“I was trying to manage all of our marketing myself and didn’t know where to start. Brianna brought clarity, structure, and a plan that finally made everything feel manageable. I learned so much from her, and our business is more visible than ever. You can feel that she truly cares about your success.”

Robert T.

Next Steps



1 **Schedule a Free 30-Minute Discovery Call**

We begin with a focused, 30-minute conversation to better understand your business, priorities, and goals. This ensures alignment before any recommendations are made. Visit [Impactbrandstudio.com](https://www.impactbrandstudio.com)

2 **Receive a Customized Proposal**

Based on our discussion, you will receive a tailored recommendation outlining the appropriate level of support, scope of work, and investment.

3 **Begin Onboarding**

Once approved, we initiate onboarding, finalize timelines, and begin the discovery and planning process. From there, execution begins with structure and clarity.

COMMUNICATION

CONTACT DETAILS

(919) 443-9272

impactbrandstudio@gmail.com

WEBSITE

[impactbrandstudio.com](https://www.impactbrandstudio.com)

SOCIAL MEDIA

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

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FAQ's

How long does onboarding take?

Most partnerships begin within 1-3 weeks of signing, depending on the scope of the project. This allows time for discovery, planning, & asset alignment before execution begins.

Do you require long-term contracts?

Ongoing partnerships begin with a three-month minimum. However, meaningful traction and measurable growth typically develop over a six-month engagement.

How do you measure success?

Success is evaluated through visibility metrics, engagement trends, campaign performance, and alignment with your broader business goals. Monthly reporting provides transparency and direction.

How involved do I need to be?

We operate as a strategic extension of your team. While we manage day-to-day execution, timely feedback and alignment on goals ensure the strongest results.

Do you offer paid advertising?

Yes! Paid campaigns and promotional initiatives may be incorporated at the Growth Marketing Partner level or structured as part of a broader campaign strategy.

FAQ's

Can I upgrade my partnership later?

Yes! Many clients begin at one level and transition as their business grows or priorities shift.

How is pricing determined?

Pricing is based on scope, level of support, and the strategic needs of your business. Following an initial consultation, you'll receive a detailed proposal outlining deliverables, timeline, and investment.

Will I have a dedicated point of contact?

Yes. Impact Brand Studio operates as a direct strategic partner, ensuring consistent communication, clear direction, and accountability throughout the engagement.

The logo for Impact Brand Studio is centered on a dark grey rounded rectangle. The word "IMPACT" is written in a large, bold, white, sans-serif font. Below it, the words "BRAND STUDIO" are written in a smaller, white, sans-serif font, with "BRAND" and "STUDIO" separated by a wide space.

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