

Client Example - Business Services Non Profit

Challenge

SCORE Dallas experienced an external awareness problem and an internal volunteer motivation problem. Workshop attendance was down and so was audience engagement.

Solution

Professionalize social media presence and engagement. Design “Spotlight” campaign to put 17 entrepreneurs in the spotlight as well as the SCORE volunteers who helped them.

Results

- Increased visibility of mentors volunteer work
- Published stories created bump in business
- Voice-of-the-customer feedback captured was used to improve services
- SCORE reported improved image, increased entrepreneur community and volunteer engagement



Shawn Irvine, CEO of Ship Shape Services, was one of 17 entrepreneurs featured in the Spotlight campaign

