



AXIS CULTURE GROUP

Building worthwhile relational impact

**Companies
Organizations &
Nonprofits**

A Strategic Development Approach to
Brand Value
Personal Value
Community Value
Effective Processes
Relational Engagement



Axis Culture Group is rooted in faith, moving forward to support like-minded leaders in building well-balanced, successful, and fulfilling organizations and lives.

MARKETING & STRATEGY VALUE PROPOSITION

Marketing & Strategy Services

Collaborative efforts between the partner and the Axis Culture Group team in creating a unique brand strategy that will represent the organization's mission, vision, and values through various avenues of exposure.

- Monthly Strategic Meeting with Partner & Axis Team
- Internal Monthly Strategic Meeting (Axis Team)
- Continued Market Research
- Team & Culture Development
- Development of Organization Mission, Vision, & Values
- Systems Strategy & Development

Marketing Media Services

Collaborative efforts between the partner and the Axis Culture Group team to capture media that best engages target markets and invites participation in the overall story.

- Marketing Photography & Video Production
- Event/Special Event Photography
- Social Media Strategy & Management
- Team Training for Social Media Impact & Internal Management
- Website Development
- Graphic Design

Networking Services

Collaborative efforts between the partner and the Axis Culture Group team to identify and develop strong collaboration efforts with like-minded brands, people, and nonprofit organizations.

- Identification of Collaboration Efforts
- Identification of Community Impact Opportunities

Organizational Management Services

Collaborative efforts between the partner and the Axis team to most efficiently achieve project deadlines and partnership communications.

- Scheduling & Communication
- Timeline Management
- Team Coordination (Axis & Client)
- Meeting Agenda & Action Item Coordination

MARKETING