



AXIS CULTURE GROUP

Building worthwhile relational impact

**Companies
Organizations &
Nonprofits**

A Strategic Development Approach to
Brand
Brand Value
Personal Value
Community Value
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



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CONSULTING VALUE PROPOSITION

Leader Focused Consulting Services

Becoming a leader who:

- Has a clear purpose for why you lead.
- Has a clear strategy for how you lead.
- Has a fulfilling balance between your work and personal life.
- Runs a well-organized and fiscally responsible company or organization.
- Has a life-changing impact on those you are leading.
- Creates a community impact with your organization.
- Feels successful in all areas of your life.

Team Focused Consulting Services

Building a team that:

- Trusts your leadership and each other.
- Ethically cares for and serves your customers.
- Is enthusiastically developing in their skills and abilities.
- Is excited to come to work each day and give the best they have.
- Doesn't fear failure to be creative and try new things.
- Invests in your company long-term.

Customer Focused Consulting Services

Attracting customers that:

- Are loyal.
- That tells others about you.
- Understand your company's value.
- That feel like they are part of your success.
- Value and understand your time.

Storytelling/Marketing Focused Consulting Services

Developing marketing campaigns that:

- Clearly define your services.
- Create an interest to reach out to learn more.
- Providing valuable information and industry authority.
- Build trust in your brand.
- Create interest in being a part of your story.

CONSULTING



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COMMUNITY SMALL BUSINESS WORKSHOPS

Workshop Discussion Topic Offerings:

Social Media Understanding and Strategy

This session will aim to build a strong understanding of social media platforms, beginning with Facebook and Instagram, as well as the tools within them and the proper strategy behind each tool. This discussion will also cover examples of creative social media use to limit time and energy, while producing strong results.

Building a Story Worth Telling - Customer Engagement & Retention

This session will aim to build a strong understanding of the process behind developing a story within your brand that will continue engagement with current customers while building interest for future customers.

Culture Development & Employee Retention

This session will aim to build a strong understanding of the strategy and processes to build a strong culture within an organization, allowing for increased attraction, loyalty, and retention of quality management team members.

Community Impact Marketing Strategy

This session will aim to build a strong understanding in developing local impact projects and partnerships that align with the mission of their organizations. In place of expensive marketing campaigns, well-executed community impact projects can gain regional attention, social media growth, and further trust and loyalty within the community.

Each of these topics feeds into the other and allows the business owner to fully evaluate their internal culture, process development, and external storytelling.

Goal:

Develop valuable, ongoing discussions and resources to help build success through targeted small business markets. Results to include strong understanding of marketing tools, strategies, employee retention, customer retention and acquisition, and community impact opportunities.

COMMUNITY



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COMMUNITY CULTURE DEVELOPMENT

In order to thrive, we believe that a community needs to build its unique brand and become a place that brings people together while inviting others to join the story. We help build communities that understand who they are and what they are selling. If a community can effectively learn to rally around its collective points of pride, others will join in the positivity.

Revenue growth, loyalty, and overall success are the natural results of intentional, consistent community support and selfless storytelling. This tool exists to create a community that invites enthusiastic engagement from both locals and visitors alike.

Phase 1 | Culture Analyzation

Identifying thought leaders and community investors within the community. These initial POCs will be the first step toward determining who in the community are “leaders of positivity” and organizational successes. This initial process length is determined by the amount of conversational investigation required within the community.

Phase 2 | Culture Collective

In this second phase, we will bring select influential community members from the first phase into a collective. This collective will begin to identify the distinct common competencies and pride points that the community culture can be built around. Within this collective specific community leaders are determined to help carry the potential culture forward in action steps and accountability.

Phase 3 | Culture Branding

Through potential action steps determined by the collective, a culture brand is developed. This brand is defined by intangible qualities but has tangible distinctions as well. The branding allows the community (organizations, businesses, government, schools, etc.) to embrace and embody ownership of the potential future culture.

Phase 4 | Culture Development

After branding is created, strategies for community ownership are planned. These could range from workshops to networking to campaigns and everything in between. The collective leadership team helps plan and create action steps to carry development forward. At this point, we are meeting monthly to track progress and develop new ways to continue to engage the community and its visitors with its points of pride.

COMMUNITY