

Looking for an external consulting partner to help give your organization a BOOST™?

Walker and Associates Consulting brings experienced professionals, a customized approach, comprehensive services and innovative solutions making us an ideal partner for any nonprofit, foundation, intermediary or small business. For over 20 years we have leveraged our industry knowledge, contacts and experience to successfully BOOST™ hundreds of clients. So how can we help you? Our services span four key pillars: Talent Acquisition & Development, Strategic Planning & Execution, Marketing & Communications, and Event Planning & Facilitation.

Here's how we can help you with **Marketing & Communications**:

Marketing Plans – Do you have a roadmap of all marketing activities necessary to achieve your goals this year? Do you know who your target is; what you want them to do, feel, and think; and how can you best reach them? If not, you could benefit from annual marketing planning to define, assess and refresh your marketing strategy and tactics. Walker and Associates Consulting can work with you to outline your marketing objectives and analyze the macroenvironment in which your product or service exists as well as the specific market and customers you serve. We complete a SWOT Analysis detailing strengths, weaknesses, opportunities and threats; identify the appropriate market segment and positioning; and make recommendations across the product or service, price, place and promotion.

Branding & Visual Identity – Does your organization know what your brand stands for and communicate it effectively? Your brand is communicated in all you do and it should help your organization differentiate itself as the uniquely identifiable solution for your target audience. Walker and Associates Consulting can help you ensure your brand is clear, credible, consistent, and connected. We can provide name options for organizations, programs, services or products; design logos; create brand style guides; develop web architecture; and review materials for brand consistency.

Messaging & Collateral Development – Is your marketing message stale and do your printed marketing materials look out-of-date? Walker and Associates Consulting can refine your marketing message, develop fresh and compelling copy, and design your internal and external collateral.

Emerging Media – Do you feel like your organization is constantly trying to catch up with the latest technologies and could benefit from employing dynamic new ways to communicate to funders, collaborators and customers? Walker and Associates can partner with you to enhance your marketing communications via multi-media videos, social media and other emerging mediums.

Contact us at info@walkeraac.com or at 510-834-2341 to discuss ways we can help you achieve your organizational goals.

We look forward to an opportunity to give your organization a BOOST™!