

Case Study

When Marketing Becomes Organizational Intelligence

"What started as event marketing became something much bigger: a growth operating system connecting strategy, execution, and decision-making across the organization."

The Challenge

A growing workforce development nonprofit was operating with strong programs, passionate leadership, and increasing visibility, but lacked the systems needed to scale effectively.

Marketing, communications, reporting, stakeholder engagement, and growth initiatives existed across teams and partners, but were often managed independently.

Leadership had limited visibility into performance, priorities, emerging risks, and organizational opportunities.

The real signal was generating aligned activity.

The Transformation

What began as a marketing engagement evolved into an organizational operating system.

Over five months, executive reporting, communications governance, growth planning, recruitment visibility, fundraising support, storytelling infrastructure, and performance measurement became increasingly connected. Leadership gained visibility into priorities and performance, while marketing, communications, and stakeholder engagement began operating as one coordinated system.

The organization shifted from reacting to information to making decisions with it.

The Approach

Signals& partnered with the organization to build a unified brand, communications, and growth operating system. The work expanded beyond traditional marketing support to include:

- Executive dashboards and performance reporting
- Organizational operating rhythms and visibility systems
- Campaign strategy and audience architecture
- Annual report narrative development
- Stakeholder and sentiment research
- Teacher recruitment strategy
- Donor and tax credit communications
- Storytelling infrastructure and content planning
- Growth planning across Georgia and Florida markets

Every initiative was designed around a single principle: **Turn information into insight. Turn insight into action.**

The Signals Difference

Most consultants improve campaigns. Signals& built the system behind the campaigns by connecting reporting, storytelling, communications, recruitment, fundraising, and leadership visibility into a single operating framework, the organization gained more than marketing support. **It gained organizational clarity.**

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Why It Matters

Many organizations don't need more marketing. They need more visibility. When leaders can see what is happening, understand what it means, and act on it consistently, growth becomes less dependent on heroic effort and more dependent on systems. **The result is stronger decisions, stronger alignment, and stronger outcomes.**

The System Shift

Before

- Event-based marketing and communications
- Fragmented planning across teams and initiatives
- Reactive campaign execution
- Limited visibility into priorities and performance

After

- Executive dashboard and performance reporting
- Integrated operating system connecting planning and execution
- Audience-led communications strategy
- Signal-informed decision-making
- Greater organizational visibility, alignment, and governance

"We now have clearer priorities, stronger alignment, and a communications strategy that supports the mission instead of chasing it."

The Outcome

Organizational Impact

- Built executive dashboards and monthly and quarterly impact reporting
- Established operating rhythms connecting planning, execution, and measurement
- Enabled visibility into priorities, risks, opportunities, and organizational needs
- Introduced signal-based decision frameworks to support leadership decisions
- Developed annual report architecture and stakeholder research initiatives

Growth Infrastructure

- Unified campaign planning across email, social, paid media, and stakeholder engagement
- Launched educator recruitment visibility initiatives
- Expanded donor, sponsor, and tax credit communications strategies
- Built year-round content planning and storytelling systems and integrated marketing calendar
- Developed multi-state growth marketing strategy

Performance Signals

- 33,000+ emails delivered with a 47% average open rate and 16% click-to-open rate
- 5,966 paid clicks with average cost of \$0.32 per click
- CareerEXPO engagement supported 14K+ students, educators, and industry participants across Georgia and Florida
- Audience targeting and message sequencing consistently improved engagement performance.