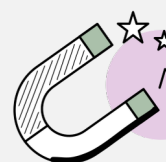


The Challenge

As a new organization offering online courses to support immigrant integration, Passport to Integration needed visibility and trust. Without a cohesive marketing strategy or clear messaging, the founder felt frustrated that their innovative approach wasn't reaching or resonating with the right audiences. The lack of brand clarity, structured communications, and strong digital presence was holding back course enrollment and organizational growth.



Our Approach

As a Fractional Marketing Partner, I provided strategic and hands-on support to build Passport to Integration's marketing foundations:

- Comprehensive audit of analytics, systems, and marketing processes.

- Brand DNA framework: defining brand personality, tone of voice, values, and unique value proposition.

- StoryBrand messaging: crafting clear, audience-centered messages that highlight impact and value.

- Marketing & Communications strategy: outlining channels, tactics, and KPIs tied to organizational goals.

- Website support: rewired homepage with clear, compelling messaging to boost course sign-ups.

- Content deliverables: including a one-page communications plan, updated brand guidelines, and key messaging toolkit for consistent use across channels.



Testimonial

Marcela's professionalism and intelligence are truly commendable. Our long-standing relationship has now evolved into a valuable partnership, where her support is instrumental in driving my company's growth. She cultivates a positive and collaborative atmosphere, and her strategic contributions to my project are excellent. Her dedication and client-focused approach are consistently of the highest standard. I am looking forward to continue having her expertise and support for my projects.

Patricia Pedraza
Founder, Passport to Integration



Results & Achievements

Clear Brand Positioning: Delivered a full Brand DNA + StoryBrand messaging guide, ensuring Passport to Integration communicates with clarity and confidence across all touchpoints.

Digital Presence Upgrade: Simplified website homepage messaging, improving engagement and making the enrollment journey smoother.

Foundational Tools in Place: Created a communications plan, brand guidelines, and messaging toolkit that gave the founder and team the resources to stay consistent and strategic.

Sustainable Marketing System: Established a recurring rhythm of social posts, email newsletters, and digital ads, backed by analytics to track growth.

Founder Empowerment: Aligned all marketing to the founder's vision, helping Passport to Integration show up with greater clarity, confidence, and trust-building power.



Marcela's Takeaway

Strong foundations in brand DNA, messaging, and communications don't just increase visibility they give founders the tools and confidence to grow their mission with impact.