



2021 Impact Report

This Anchor Marketing 2021 Impact Report highlights our collaboration with nonprofits, charitable organizations, and education institutions across North America, to move their missions forward and do more good in the world.

” A Note From Our Captain

Anchor's team is built with both depth and diversity. We have expert creatives in strategy, design, copywriting, social media, research, project management, campaign planning, content production, and event coordination. Most of all, our team is passionate about helping our clients do more good work in the world! We sailed uncertain seas together through the second year of a global pandemic, economic uncertainty and big shifts in the digital world, but through it all, the generosity of donors and our clients' commitment to their causes never wavered. We are truly honoured to journey with them as they work towards a brighter future for all.

Danielle Gagner

Founder Anchor Marketing





2021 Agency Impact

Reached approximately

75,000,000

target audience members
through strategic digital
marketing targeting

Built connections between our clients and
potential nonprofit champions, resulting in close to

6,800,000+

clicks and engagements



Received

9 ★★★★★ Google Reviews

from our clients and partners



2021 IMPACT REPORT

Impact Highlights



Advertising

11,800,000+

Video views

326,000+

Interactions inspired



Lead Acquisition

9000+

New donor leads acquired for our clients

\$2.18

Cost-per-acquisition average



Social Media

45% increase

To clients' Facebook following

3.4+ million

Facebook video videws garnered for a single media client

2021 IMPACT REPORT

Impact Highlights



Donor Communications

47%

Email open rate average compared to the nonprofit industry average of 25%

194,000+

Households engaged through direct mail



Fundraising

\$1,500,000+

Raised for an affordable housing Capital Campaign

Raised 170%

Of the campaign donation goal for local nonprofit assisting mothers and children living poverty



Branding & Design

14

Brands created or refreshed

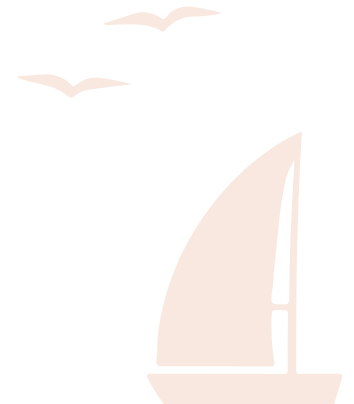
17

Landing pages and websites built

Full Sail Ahead

As we sail through 2022 we continue to look forward to working with both new and current clients. Each year we are amazed by the innovative and incredible things that people are fighting for, supporting, and bettering in the world around us. Whether supporting single moms, trauma survivors, the homeless, the downtrodden, the sick, the elderly or the environment... we are constantly amazed at the depth and breadth of people's passion and generosity within the nonprofit and charity world. If you are looking for new ways to share your message, or you're considering investing in a special project for your organization, we would be honoured to connect with you to see how we can help you anchor your marketing in strategy.

We firmly believe that the best results are found when good stewardship, good strategy and good design come together.



Let's work together!



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