2024 Impact Report

A Note From Our Captain

Recession, inflation, artificial intelligence, political instability, natural disasters, war ... you name it and this last year had it. The core sectors that we serve have been rocked by both declining donations and increasing need, and I'm still not certain if the tide is still going out or if it's slowly starting to come back in. In a nutshell, it's been challenging.

And yet the inspiring human ability to persevere in difficult times has also been on full display. Our clients have continued to step up to the plate, ready to roll up their sleeves and help others in whatever ways they can.

We've had the privilege of supporting some truly inspiring initiatives over the past year and we're eager to embark on new projects as we sail ahead to achieving even greater things together! Thank you for being an essential part of our story.

Danielle Gagner
Captain, Anchor Marketing Inc.

2024

Anchor Marketing's *Impact*

5 Capital Campaign branding and asset packages.

$3.4M Revenue generated from ticket sales and targeted digital ads.

147K Special event and conference tickets sold.

21 Clients' websites built, refreshed and maintained.

5 Languages produced content in: English, French, Spanish, Mandarin, Portuguese.

$260K Ad spend managed.

12K+ New leads generated for our clients.

320K New followers for our clients across Instagram, Facebook, LinkedIn, Twitter & TikTok.

The Ripple Effect

Our marketing collaborations with clients enable them to serve people in these countries:

Canada, Dominican Republic, US, Alberta, Atlanta, Australia, Bahamas, Cambodia, Democratic Republic of the Congo, India, Indonesia, Kenya, Laos, Lebanon, Mongolia, Mozambique, Myanmar, Nepal, Niger, Peru, Philippines, Prestwick, St. Vincent and the Grenadines, Quebec, Tanzania, Thailand, Ukraine, Yemen

Client Impact *Highlights*

Key successes from our client projects this year.

Glow Langley

Glow Christmas Festival
Event Promotion

SERVICES PROVIDED

Email Marketing
Social Media
Web Design & Development
Digital Advertising
Public Relations
Influencer Marketing
Event Ticketing
Fractional CMO & Strategy

18:1 Return on investment.

7% Increase in sales from previous year.

83% Reduction in cost per acquisition.

16M+ Impressions from ads, social media & PR.

230+ Partners and influencers collaborated with us to hold contests, giveaways, and media nights.

51% Average email open rate, with 72% of emails surpassing the industry average open rate of 37.2%.

Mom2Mom Child Poverty Initiative Society

Gift of Groceries Campaign

SERVICES PROVIDED

Strategy
Campaign Messaging
Email Marketing
Social Media
Landing Page Development

24:1 Return on investment.

+56% Increase in donations from year 1 to year 2.

60% Of the total campaign donations in 2023/2024 came from corporate donors.

34% Of the total donations came from first-time donors in 2023/2024.

548% We raised our goals and surpassed our requested targets by 548%.

134% Email campaigns performed the nonprofit sector industry standard by 134%.

New Year, *New Look*

As we expanded our horizons, we recognized the need for a refreshed aesthetic. Our rebrand fine-tunes our visual identity with the innovative and impactful work we deliver for our clients.

BEFORE

ANCHOR MARKETING

AFTER

ANCHOR MARKETING

Awards & *Recognition*

We are honoured to have been recognized for our contributions to the nonprofit and education sectors.

The Netty Awards
2023 WINNER
The Netty Awards
Boutique Marketing Agency of the Year

Delta Chamber of Commerce Business Excellence Awards
Small Business of the Year

Clutch Top Advertising Company 2024 — Clutch Top Creative Agency 2024 — Clutch Top Advertising Company 2024

2023
Clutch
Top Advertising Company, Non-profit British Columbia

2024
Clutch
Top Creative Agency, British Columbia

2024
Clutch
Top Advertising Company, Education British Columbia

Client Testimonials

"We are extremely satisfied with the new website designed by Anchor Marketing. They did a wonderful job from start to finish, exceeding our expectations in every way. The team was professional, responsive, and attentive to our needs, ensuring that the final product perfectly represents our brand."

Mike St. Croix
COO, Upwise Financial Group

"What a team of superstars Anchor has assembled! Quick to communicate, thorough with their responses, and provided help for whatever we needed. The design team produced beautiful graphics and such an engaging website. They saw and heard our brand and voice, and created harmonious assets to complement them. We would 100% recommend their services."

Marcel Stewart
Artistic Director, Icomm Performing Arts

"Anchor Marketing has consistently supported our ambitious goals, showcased remarkable flexibility with project timelines, and played an important role in the success of several annual campaigns. What distinguishes Anchor Marketing is their deep understanding of our school community, friendly approach, and ability to deliver high-quality work while introducing innovative ideas. They are an essential partner in many of Southpointe's projects."

Melissa Partridge
Marketing & Graphic Design Coordinator, Southpointe Academy

Thank You For Your *Continued* Support

Thank you to our amazing clients, partners, and crew members for being part of this incredible journey. Your trust and collaboration inspire us to keep pushing boundaries and reach new heights.

P.S. Stay Tuned!

We're excited to announce that we will be launching the Nonprofit Navigators Podcast soon. This new initiative is designed to provide valuable insights and resources for nonprofits navigating today's marketing challenges.

Land Acknowledgement

Anchor Marketing is an agency that works in the nonprofit, charity and education sector. Our team is made up of settlers, immigrants, newcomers and descendants of colonizers. We are located on the shared, traditional, ancestral and unceded territories of the scawáhlm, x̱ʷməθkʷəy̓əm, and other *Hun'qumi'num* speaking people. We hold deep gratitude towards the historical and ongoing stewardship of these sacred lands by those who are connected to them.

Set Sail With Us
hello@anchormarketing.ca
(604)774-8706
anchormarketing.ca