

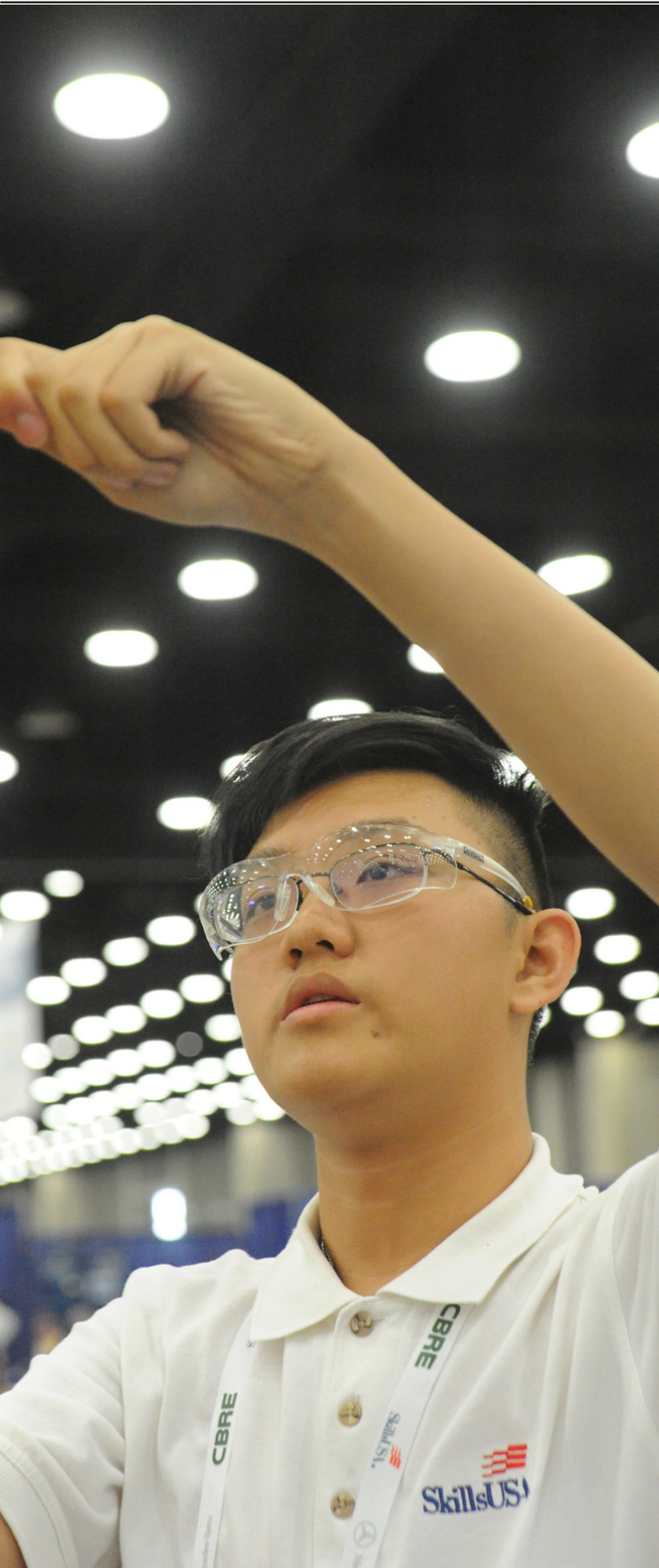


CLIENT

CASE STUDY

LAUNCHING A SUCCESSFUL WEBSITE FOR THE
SKILLSUSA NATIONAL LEADERSHIP CONFERENCE

CLIENT OVERVIEW



SkillsUSA is an organization providing training and resources to students, teachers, and industry representatives in order to help America build a skilled workforce. By offering support to students in technical, skilled and service occupations such as health services, as well as offering further education opportunities, SkillsUSA strives to empower young people with the tools they need to excel.

The SkillsUSA National Leadership Conference is an event that recognizes the excellence of career and technical education. It brings together thousands of students, teachers, businesses, and administrators to celebrate their successes in trade, technical, and skilled service occupations. Participants have the chance to network with other members of SkillsUSA, gain useful industry experience, learn about recent developments in the field, and hone their leadership skills.

MARKETINGMISSION.ORG

THE PROBLEM

SkillsUSA was facing a daunting task when it came to communicating with the attendees of their National Leadership and Skills Conference. They had no efficient way to get their message across or facilitate the trip-planning process and were in need of an effective, cohesive, and visually appealing website.



CAMPAIGN GOALS + OBJECTIVES

SkillsUSA needed a convenient way to communicate with conference attendees. Marketing Mission worked with SkillsUSA to develop the SkillsUSA National Leadership and Skills Conference website, which highlights the conference schedule and program features, and helps people navigate their trip planning process.



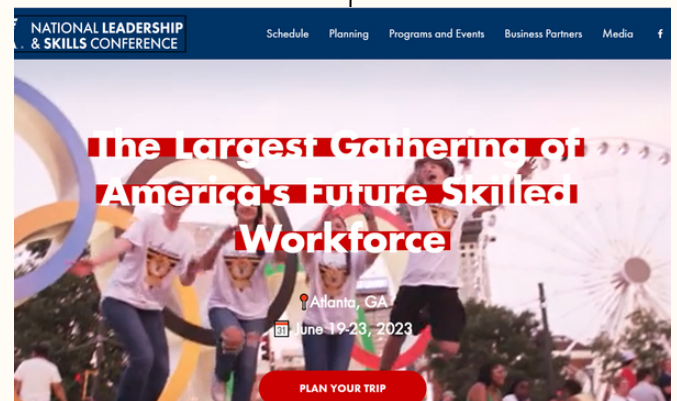
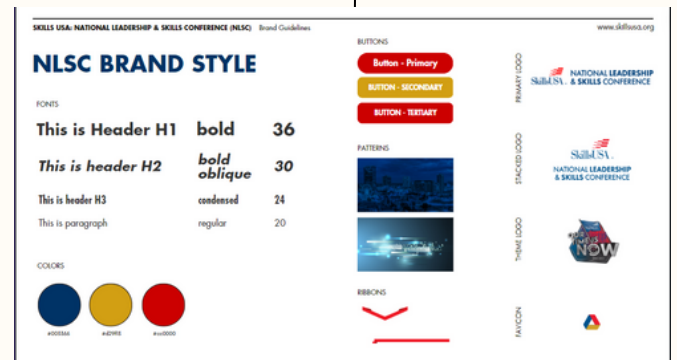
"CLIENT"
BEFORE

OUR SOLUTION

The process began with a thorough understanding of SkillsUSA's needs and goals. Marketing Mission worked closely with the SkillsUSA team to gather information about the conference and its attendees, as well as the organization's overall brand identity.

With this information in hand, Marketing Mission developed a comprehensive branding strategy for the conference website, which included creating a website style tile, a visual identity that was consistent with SkillsUSA's existing brand guidelines. This included selecting a color palette, typography, and other design elements that would be used throughout the site.

Next, Marketing Mission began the copywriting process, which involved developing messaging and content that would communicate the value of the conference to potential attendees. This included creating a compelling headline and tagline, as well as writing descriptions of the conference schedule, program features, and other important information.



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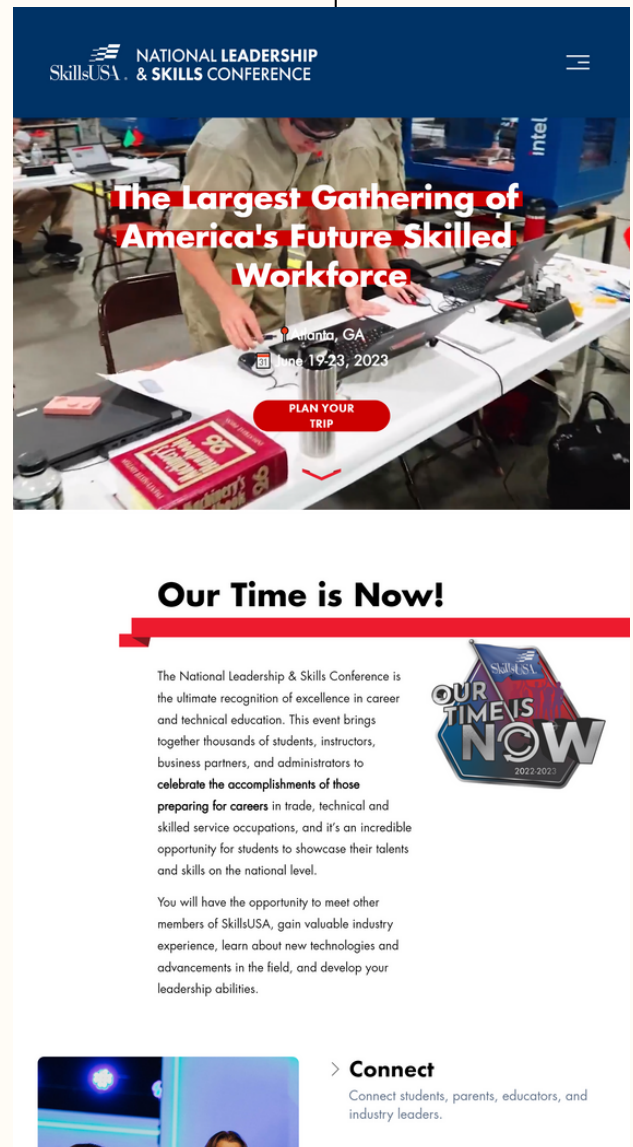
OUR SOLUTION

Once the copywriting was complete, Marketing Mission began the web design process. This involved creating a user-friendly layout that would make it easy for visitors to navigate the site and find the information they needed. The design also needed to be responsive, so it would look great on any device.

Throughout the process, Marketing Mission worked closely with the SkillsUSA team to ensure that the website was aligned with their goals and met the needs of conference attendees.

What was done/deliverables:

- Brand strategy
- Brand visual identity
- Website messaging/copy
- Exclusive website design/production



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THE RESULTS

The end result of this extensive process was a visually appealing and informative website that helped SkillsUSA communicate with conference attendees and facilitate the trip planning process.



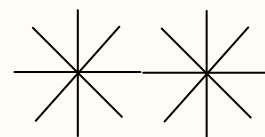
TAKEAWAYS

Marketing Mission is thrilled to see the success of the SkillsUSA National Leadership Conference and the amazing work they are doing to ensure America has a skilled workforce.

We look forward to seeing what SkillsUSA will do in the future to continue helping students excel in their technical, skilled, and service occupations. We believe that by providing resources and support to students, teachers, and industry representatives, they can help prepare individuals for successful futures and make a real impact on our nation's economy.



ABOUT US



Most nonprofit campaigns are scattered and fail to affect change. They feel like someone strung together a bunch of random thoughts, hoping it would all make sense to the audience. But when the outcome of your campaign is mission critical, you can't trust chance.

Marketing Mission helps nonprofits organize and streamline their marketing so they can maximize impact and funding.

The Nonprofit Marketing Toolkit is our 2-day planning sprint where we'll clarify your message and create the content you need for your campaign. We'll create a streamlined, easy-to-implement, and repeatable marketing plan for your organization that runs just as smoothly now as it will six years from now.

WANT RESULTS LIKE THESE? ✨ ✨

PLAN YOUR NEXT NONPROFIT MARKETING CAMPAIGN WITH CONFIDENCE AND EASE.

Finding the time to work on marketing can be tough. As busy nonprofit founders and leaders, you're juggling a lot with your programming and operations. It's no wonder that marketing finds its way to the bottom of your to-do list.

Marketing Mission has helped nonprofits engage supporters and raise over \$8 million dollars since the beginning of 2020 and we'd love to help you too!

Schedule your discovery call below.

CONTACT US



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