



# CLIENT

# CASE STUDY

REVIVING THE WATERS: HOW MARKETING  
MISSION'S WEBSITE DESIGN REVAMPED  
SUNCOAST WATERKEEPER'S ONLINE PRESENCE

# CLIENT OVERVIEW



Suncoast Waterkeeper is a non-profit organization that is making a real difference in protecting and restoring the Florida Suncoast's waterways.

Their mission is to protect and restore the Florida Suncoast's waterways through enforcement, fieldwork, advocacy, and environmental education. At Suncoast Waterkeeper, they are passionate about their work and are dedicated to making a positive impact in their community. Through their efforts, they are helping to preserve and protect the environment for future generations. We are proud to have worked with Suncoast Waterkeeper and support their mission to protect and restore the Florida Suncoast's waterways.



# THE PROBLEM

## WEBSITE LACKING TRAFFIC

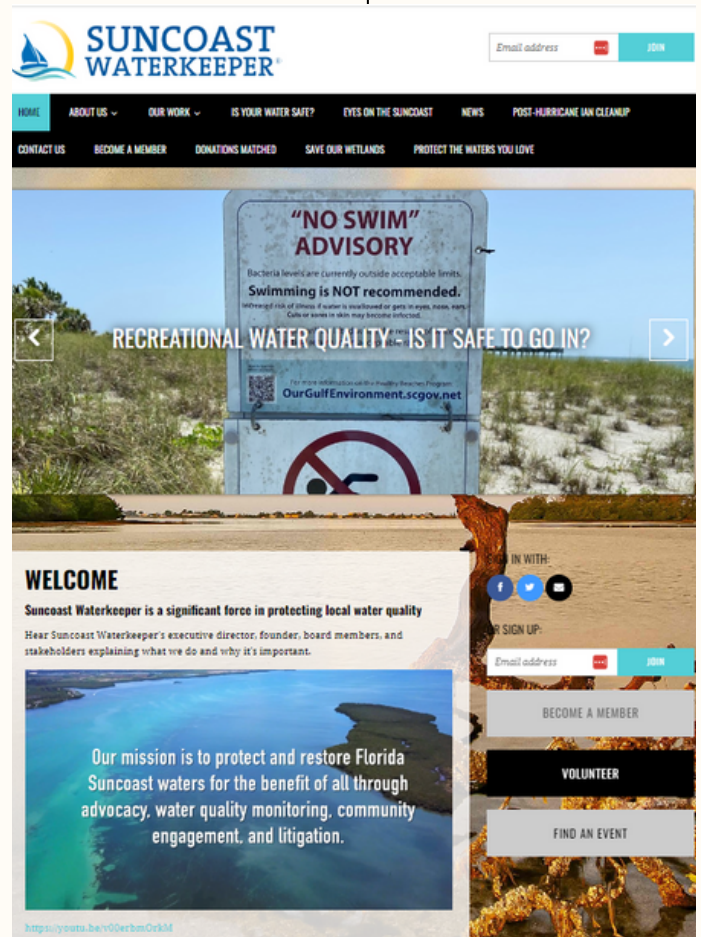
Suncoast Waterkeeper, like many non-profit organizations, faced challenges in getting their message out to the right audience. With so many causes vying for attention, it can be tough to stand out in the crowded online space.

Because of that, Suncoast Waterkeeper was struggling with their website's visibility, making it difficult to reach their target audience and attract support for their mission to protect and restore the Florida Suncoast's waterways.

## CAMPAIGN GOALS + OBJECTIVES

Suncoast Waterkeeper's original goals for this project were to improve their online visibility and reach a wider audience, particularly those who share their passion for protecting and restoring the Florida Suncoast's waterways.

Additionally, they also wanted to improve their brand messaging and website design in order to better communicate their mission and inspire action among their target audience.



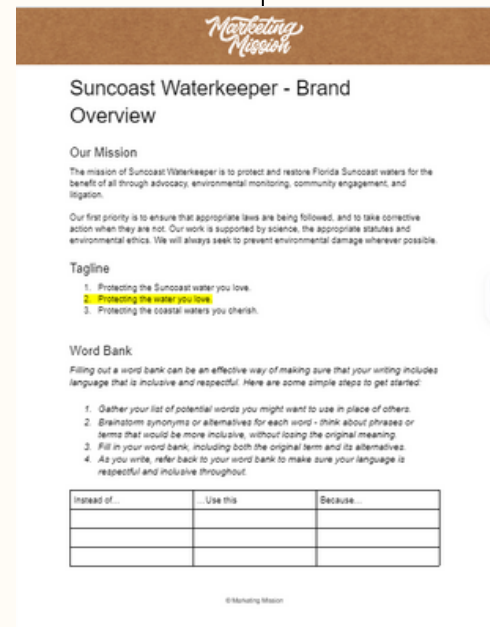
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BEFORE

# OUR SOLUTION

Marketing Mission helped Suncoast Waterkeeper enhance their online presence and reach their target audience through three key services: web copywriting, custom website design, and search engine optimization.

Our web copywriting service created clear and compelling brand messaging that resonated with their audience, while our custom website design service provided them with a stunning and strategically designed website that reflected their unique brand aesthetic, vision, and goals, matching the extraordinary quality of their programs and services. Our search engine optimization service ensured that their website was easily discoverable on search engines like Google, attracting more traffic and sales to their business.

These services not only improved Suncoast Waterkeeper's online presence but also helped them better communicate their mission and inspire action among their audience.



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AFTER

## What was done/deliverables:

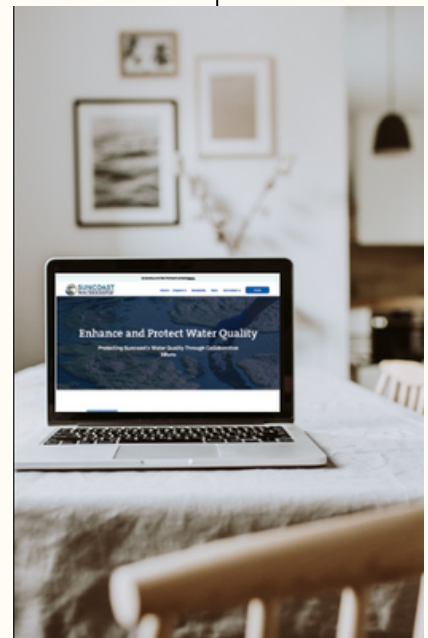
- Web Copywriting
- Custom Website Design
- Search Engine Optimization

# THE RESULTS

Marketing Mission's services had a significant impact on Suncoast Waterkeeper, helping them achieve their goals of improving their online presence and reaching a wider audience. Our Web Copywriting service played a critical role in helping Suncoast Waterkeeper craft clear and compelling brand messaging that resonated with their target audience and encouraged action on their website.

By using language that was both engaging and informative, we were able to effectively communicate Suncoast Waterkeeper's mission and values to potential supporters, making it easier for them to get involved and support the cause.

Our Custom Website Design service helped Suncoast Waterkeeper to create a visually stunning website that reflected their unique brand aesthetic, vision, and goals.



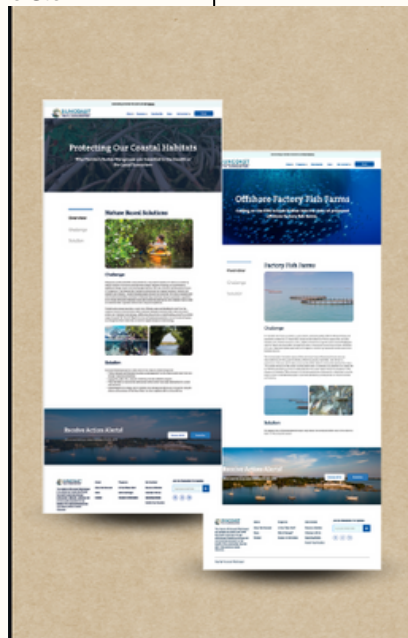
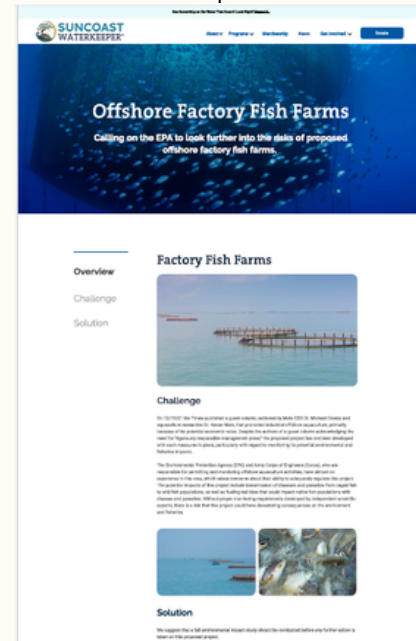


# THE RESULTS

By carefully considering every aspect of the design, from the layout and color scheme to the font choices and imagery, we were able to create a website that was both beautiful and functional. This not only made a positive first impression on visitors but also made it easier for them to find the information they needed and take action in support of Suncoast Waterkeeper's mission.

Finally, our Search Engine Optimization service helped to ensure that Suncoast Waterkeeper's website was easily discoverable on search engines like Google, making it easier for potential supporters to find them online.

By optimizing their website for search, we were able to increase their visibility and drive more traffic to their site. This, in turn, helped to boost their online presence and attract more support for their mission to protect and restore the Florida Suncoast's waterways.



# TAKEAWAYS

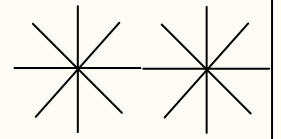
We can't wait to see what the future holds for Suncoast Waterkeeper and their continued efforts to protect and restore the Florida Suncoast's waterways. Whether or not Marketing Mission plays a role in their future endeavors, we know that their impact will be significant and far-reaching.

With their improved online presence and brand messaging, they are now better equipped to communicate their mission and inspire action among their target audience. Additionally, their increased website traffic and sales will help them continue to protect and restore the Florida Suncoast's waterways. We are excited to see their continued impact and growth, and we are grateful to have played a part in their journey.





# 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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