



SARAH BEST STRATEGY

CAPABILITIES STATEMENT

Sarah Best, CEO + Chief Strategist

SARAH BEST STRATEGY
SARAHBESTSTRATEGY.COM/GOVERNMENT
SARAH@SARAHBESTSTRATEGY.COM
815-546-4903 (C)

CORE CAPABILITIES

- Our digital marketing agency helps organizations shine in the digital space, offering consulting and digital marketing training for in-house teams and talent, and social media marketing, social media advertising, email marketing and Google Search services.



- Independent Audits of Google Search* and Social Media Programs
- Social Media, Google Search Trainings to Develop Digital Marketing Skills*
- Team Social Media Content Planning Sessions*
- Social Media Marketing: retainer-based social media management solutions
- Social Media Paid Advertising* on Facebook, Twitter, and LinkedIn
- Email Marketing* and Search Engine Optimization* (SEO)-Optimized Copywriting
- Social Media Strategy and Campaign Planning for teams*

* Services under \$3500

PAST PERFORMANCE / CLIENTS SUPPORTED

- **Nature Conservancy (Global):** SBS conducted an audit of global social media program, encompassing 150 social media accounts and 60 social media managers, creating a strategic roadmap to achieve goals across the system.
- **Illinois Department of Public Health (State):** As a subcontractor to Birk Creative, SBS facilitated a social media planning session for communications team, creating messaging around Zika prevention for women of childbearing age, identifying measurable goals, and developing both an organic outreach and paid advertising strategy. Ads were seen 825,060 times and drove 5,656 visits to the Zika landing page by women of childbearing age planning honeymoons.
- **Institute of Food Technologists (IFT):** A social media audit for the Institute of Food Technologists (IFT), a membership organization for scientists, led to our creation of a plan to drive attendance at their annual meeting, and live social media that generated 4,200 hashtagged tweets (an average of 105 messages per hour) and 10 million impressions in four days.
- **National Association of Community Health Centers (NACHC) :** Sarah Best Strategy developed social media content and strategy to effectively disseminate the results of CDC clinical initiatives to community health practitioners nationwide.
- **Fortune 500 Pharma Company:** As a subcontractor to Wellness Amplified, achieved 14M+ impressions and 85k+ engagements through \$35K paid social campaign.
- **ONVI:** For a dental tech start-up, achieved 30-60% fan growth month-over-month, yielding 40k website visits, 1000+ leads, 70 pre-launch customers, and 1.5M social impressions (paid and organic).
- **Easterseals DuPage & Fox River Valley:** Within two weeks of implementing new focus keywords and other recommendations from our SEO audit, Easterseals DuPage & Fox Valley saw improved organic and local search rankings.



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AWARDS AND HONORS

- 2019 Goldman Sachs 10,000 Small Businesses Alumni
- 2018, 2014 SXSW Meetup Host
- 2018 Lead Judge Mercury and Destiny Awards, US Travel Association
- 2017 MVP Agency Partner - Sprout Social
- MacArthur Foundation Social Media Week speaker
- 2011 Communicator Award of Distinction Social Media Marketing, International Academy of Visual Arts (IAVA)
- 2012 Best Use of a Social Media Platform, Travel + Leisure
- 2011 Best Social Media Marketing Campaign, Illinois Governor's Conference on Tourism
- 2011 Silver Award for Social Media Marketing, North American Travel Journalists Association (NATJA)
- 2010 Communicator Award of Excellence, Social Media, International Academy of Visual Arts (IAVA)
- 2009 Best Destination Website, North American Travel Journalists Association (NATJA)



"You know when you play sports against a team that's better than yours, and rather than feel discouraged, you realize that their presence is making you a better player? That's how I felt every time I talked with Sarah, listened to her present her findings, or read her reports. She's so incredibly knowledgeable about social and digital media!"

- Megan Sheehan, Associate Director Digital Content, The Nature Conservancy

DIFFERENTIATORS

- Sarah has won eight awards for her work, including Best Use of a Social Media Platform from *Travel + Leisure*.
- Sarah's work has been featured in *Mashable*, *TechCrunch*, *Crain's Chicago Business*, *NatGeo Traveler*, *Chicago Tribune*, *InBusiness Magazine*, and WGN.
- Tapped to speak at MacArthur Foundation for Social Media Week, twice selected for SXSW.
- Sprout Social MVP Agency Partner, Facebook Marketing Partner Agency, Mailchimp Agency Partner.

COMPANY DATA

- **DUNS:** 080619660
- **CAGE Code:** 7VZG5
- **NAICS Codes:**
 - 541810:** Advertising agencies, consulting services
 - 541613:** Marketing consulting services
 - 541830:** Media buying agencies
 - 611430:** Professional and Management Dev Training
- **Certifications:** WBE, WOSB
- **We accept credit cards**