



STARINSTRATEGIES

Portfolio

Brand Clarity & Integrated Marketing

Starin Strategies provides the brand clarity and marketing strategies necessary to successfully distinguish organizations as strong, differentiated brands to further their impact through:



Clarifying the brand story + messaging



Designing a tailored vision + strategy



Establishing an emotional connection with the target audience



Building customer loyalty through memorable experiences



Our integrated approach empowers our partners to capitalize on strategic opportunities to develop emotional connections with the target audience at every step along the customer journey, nurturing leads into customers and customers into not only repeat customers but evangelists.



Portfolio & References

Successful branding and marketing initiatives, client references, and reviews.

Digital Marketing *case study*

Johnson & Johnson

*The Health Worker Innovation's Resilience
Collaborative Global Digital Campaign*



Starin Strategies supported the advertisement for The Resilience Collaborative and its digital campaign focused on raising awareness of the new Global Intervention promoting frontline health worker resilience programming to prevent burnout, improve quality of care and support overall health worker well-being.



Increase awareness of The Resilience Collaborative through garnering impressions of the digital ads.



Drive leads to The Resilience Collaborative landing page website so they can learn more.*



Secure sign-ups of The Resilience Collaborative's Community of Practice (i.e. newsletter).

Starin Strategies's proposed budget, strategy, and approach were accepted by Johnson & Johnson to launch targeted ads to its ideal audience, including members of the pilot Community of Practice, hospital associations, and health worker coalitions based in **10 countries**: United States, Brazil, Canada, Japan, Kenya, Mexico, South Africa, Germany, France, and United Kingdom.

137%

Surpassed All
Objectives

87K

Website Hits
Initial 3 Weeks

38%

Average Ad
Engagement

Brand Awareness

case study



Origin Caribé

Digital Marketing Campaign And
Bolstering Integrated Marketing Tactics

Origin Caribé, based in Dominican Republic, launched its line of cold-pressed juices in select Walmarts and Giant Eagles across the country. A digital marketing campaign was launched across Facebook and Instagram in specific, geo-targeted locations to increase brand awareness and drive visitors to the website.

To bolster the campaign and increase the consumer impact upon interaction with the brand, Starin Strategies executed the following:



Enhancement of unique landing pages featuring maps of store locations



Development of a First Time Buyers Program to motivate new buyers



Redesign of website pages to enhance customer journey



Implementation of brand forward social media campaign



Tailored messaging for Spanish vs. English audiences

300%

Increase in
Website Traffic

7.8M

Total
Impressions

127%

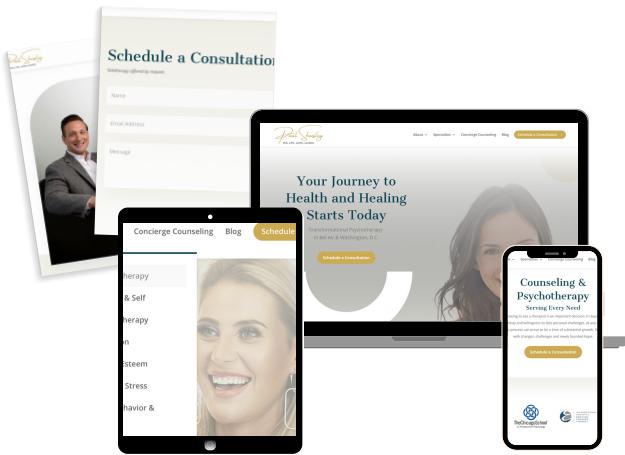
Under CPA
Goal

Implementing Successful Websites

Impact

75% of consumers admit they judge a business's credibility based on the website. With roughly 3 seconds to lure a potential customer once they click on the website URL, it is paramount a brand's website immediately makes an impact.

[Click Here](#)



Visualization

While a strong brand is more than aesthetics, the representation of the brand through visual storytelling, stimulating concepts, and custom designs facilitate a customer-centric website that allows visitors to navigate the site with ease and take meaningful actions, drastically impacting user engagement and customer conversion.

[Click Here](#)



Messaging

The messaging throughout a website either bolster the organization's brand, drawing the lead in through a compelling story, or lacks clarity, causing the lead to bounce from the site. Brands and respective websites that stand out are those that incorporate emotion-driven storytelling backed by customer testimonials to drive results.

[Click Here](#)

References & Reviews



Rachel Henderson

Senior Vice President, Fenton

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Fenton is an international social good agency. Starin Strategies services as an Agency Partner of Fenton in the areas of Digital Marketing, Social Media, and Public Relations strategy, copywriting, and execution. Starin Strategies supports Fenton's notable national and global clientele which focus on human rights, social and economic justice, environment, education, and public health.

Monica Aguilar

Field Coordinator, Farmer-to-Farmer, USAID

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The Farmer-to-Farmer Program is funded by the US Agency for International Development through the US Farm Bill to assist developing countries, middle-income countries, and emerging markets around the world to increase farm production and incomes.

"Starin Strategies helped 25+ coffee growers have a comprehensive marketing and branding strategy for improving their income in Belén, Honduras. The input was valuable to reach better national and international markets...implementing practical exercises and adapting strategies so the beneficiaries could understand the relevance of creating a strong brand and storytelling"



Ethan Kazi

CEO, The Canton Group

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The Canton Group serves as the strategic technology partner for the public, private and non-profit sectors through modernizing legacy systems, automating outdated processes, and transforming goals into measurable outcomes.

"Christene and her team at Starin Strategies are an absolute pleasure to work with. In a very short time, they were able to immerse themselves in our brand and integrate themselves as an extension of our team. They flawlessly executed on a variety of branding, marketing and communications efforts. If you are looking for a complete marketing team or an extension of your internal team, I would highly recommend considering Starin Strategies."



What's Next?

We welcome you to schedule a Virtual Coffee to review elements of the Starin Strategies approach and consider next steps in working with our team.

VIRTUAL COFFEE

Thank you!