



**KEISTONE KOLLECTIVE**

Cultivating Communities

# Capability Statement

KeiStone Kollektive is a Charlotte-based marketing firm specializing in building authentic, purpose-driven communities around brands, with a strong focus on non-profits, micro-enterprises, and membership-based organizations. Founded with a vision to make marketing more meaningful, we guide organizations in not just reaching people, but building lasting relationships that create real impact

## CORE COMPETENCIES

### Community Curation & Membership Engagement

We design intentional member journeys that turn new faces into active advocates through onboarding, engagement campaigns, and relationship-building strategies.

### Brand Strategy & Messaging

We help organizations define their voice, clarify their message, and stand out with strong, consistent brand identity.

### Learning & Curriculum Development

We build custom digital learning experiences for organizations looking to teach, train, or grow online communities through LMS platforms and structured curriculums.

### Digital Marketing & Campaign Execution

From social media to email marketing, we plan and manage digital campaigns that connect, convert, and grow your audience.

## CERTIFICATIONS

- HubSpot Inbound Marketing Certification
- Wix Creator Certification
- Google Ads Mobile Certification
- Digital Sales Certification
- Agile Professional Certification

## DIFFERENTIATORS

- ✓ We focus on community, not just marketing.
- ✓ Proven experience helping non-profits, foundations, and small businesses grow their membership and impact.
- ✓ A hands-on, collaborative approach from strategy through execution.
- ✓ Expertise in turning audiences into ecosystems of loyal supporters and ambassadors.

## PAST PERFORMANCE & HIGHLIGHTS

- ✓ Developed and executed membership engagement strategy for over 65+ non-profits and professional communities.
- ✓ Built digital platforms and curriculum experiences for educational and workforce development organizations.
- ✓ Supported brand launches and campaigns that have reached thousands organically.

## PARTNERSHIPS

- Thinkific
- Wix
- Project NeXT You
- Aspire Community Capital

