



COMPANY OVERVIEW

Danielle Ratliff is a creative, tech-savvy marketing professional with twelve years of small business experience. She takes the stress out of marketing so minority-owned small businesses, women entrepreneurs, and holistic professionals can attract more customers and focus on what they do best.

COMPANY DATA

- LLC incorporated in North Carolina in 2020
- Certified Diverse Business



AWARDS

- Best Copywriter & Content Development Specialist, Media Innovator Awards, *Corporate Vision* (2022)
- Editor's Choice Award, *ACHI Magazine* (2019)
- Entrepreneur of the Year, *ACHI Magazine* (2018)
- Charlotte's 50 Most Influential Women, *Meck Times* (2017)
- Lake Norman's 100 Most Powerful Women, *Lake Norman Publications* (2015)
- Top 10 Finalist, Woman of Will Awards, *LKN Woman Magazine* (2013)

NAICS CODES

711510 - Independent Artists, Writers, and Performers
 541613 - Marketing Consulting Services
 541430 - Graphic Design Services
 541511 - Custom Computer Programming Services



CORE COMPETENCIES

Brand Messaging & Marketing Communications

- Clarify how your business solves specific problems and improves people's lives with customer-focused messaging
- Authentically connect with dream customers through the power of story instead of pushy sales pitches
- Save time with done-for-you email campaigns, website copy, landing pages, and social media content

Marketing Consulting

- Grow your business with a strategic marketing plan simplified into manageable action steps
- Bring your vision to life with compassionate support and accountability

Website Solutions

- Uplevel your website with compelling messaging and an easy-to-navigate, customized design
- Delegate time-consuming updates with a cost-effective monthly website maintenance package
- Boost SEO with ghostwritten articles & blog posts

DIFFERENTIATORS

Proficient with numerous website and email marketing platforms, including WordPress, Squarespace, Shopify, Showit, Kajabi, Kartra, Aweber, Constant Contact, Hubspot, and MailChimp

Expanded a start-up massage practice into an award-winning team of 15 therapists serving 11,000+ clients before selling the company during the pandemic

Served as an Expert Contributing Writer for Cornelius Lakeside Living Magazine during earlier careers as a Registered Dietitian and Licensed Massage Therapist

Grew an engaged email list of 6000+ clients and prospects

Hosted a holistic wellness talk radio show for WSIC News and featured in numerous podcasts, digital/print magazines, and WBTV segments

Guest business coach, volunteer, and financial supporter for Love Progress Park, an MBA-style leadership program for middle and high school girls

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