MARiGOLD

MARKETING & PR

A BRIEF

HISTORY

Bridget and Katie met at a local charity to market and tell their story. In a short period, we achieved success for their brand and community. Important learning for us, together our work makes a real and positive difference. That's how Marigold started.

MARIGOLD

SERVICES

We have lots of social media, marketing, branding and PR experience. We've worked for national brands and SME's across Canada.

We are talented brand builders and profile developers. We deliver results and ROI for our clients.

BRANDING

Brand development and workshops for corporate and personal brands

SOCIAL MEDIA & PR

Media & influencer relations, profile building and content & community management

MARKETING

Integrated campaigns of all sizes and scale. B2B & B2C, leveraging paid, owed & earned media

MEET THE TEAM

Bridget Hoffer
Co-Founder | Brand Strategy

Bridget's expertise ranges from developing and managing iconic brands to refreshed personal brands and small business strategies. She is a communications, marketing and brand expert.

Katie Pringle
Co-Founder | Integrated Marketing

Strategic with a deep understanding of the social and digital landscape and traditional media mix, Katie is forward looking, delivers beyond expectation and is focused on driving results.

Tracy Collier
Content & Community

A social strategist delivering excellent customer service with attention to detail. Tracy has worked on brands across North America driving community and brand engagement..

Brooke Wilkinson
Content & Community

With experience managing revenue generating digital profiles for national brands, Brooke is a triple threat writer/editor, content marketer and engaging community manager.

MARIGOLD

MISSION

Together, our approach is simple. Be effective, innovative, and positive. Bring the best team into every project. Build solid relationships through shared values. Deliver strong results while providing great service. That's how Marigold works..

CUSTOM BUILT SOLUTIONS

OUR WORK

Hire Marigold for strategic work. We build corporate & personal brands, marketing plans and give sound strategic consultation.

Hire Marigold for campaign management. Trust us to raise, your profile through integrated marketing plans featuring PR & social media. Leveraging owned, earned & paid media.

Hire Marigold to be your out of house in-house agency. Our clients see more ROI through retainers and longer term relationships with our team.

RATE CARD

OUR SKILLS

BRANDING

Workshops & coaching
Brand identity packages & guides
Personal/Corporate brand & profile development

MARKETING

Strategy Consultation & Campaign Planning
Web Design & Development
Project Management
Admin/VA Duties

SOCIAL MEDIA

Community & Profile Management
Social Media Advertising
Workshops & Coaching

PR & MEDIA RELATIONS

Media & Influencer Relations
Event Management
Issues Management
Publicity and Media Training

CONTENT CREATION

Editorial & Blog Management
Creative Assets Development – video, podcasts, infographics
Content Strategy & Planning

PROFILE MANAGEMENT

Retainer based, ongoing.

OUR CLIENTS & NATIONAL BRANDS

SOCIAL GOOD, LIFESTYLE & TECH