

Guiding Light

MARKETING STUDIO

Your Outsourced Marketing Team!

MARKETING CAPABILITIES & PORTFOLIO



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glmarketing.co

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Hear What Our *Clients* Have to Say

They ready to roll their sleeves up and build alongside you. Thorough, organized and insightful with a mastery of their craft. They over deliver every time and will take your business to the next level. They are the real deal.

~ **Teri Arvesu**

SVP Social Impact & Sustainability, Univision



More than just strategizing, they actively execute these strategies, offering us significant time savings. Their invaluable support has addressed critical needs within our team, making them an indispensable extension of our group.

~ **Kim Ayers**

Head of Supplier Diversity at AARP

I've participated in numerous strategy sessions with various consulting firms, but this one truly stood out as one of the most beneficial for our team. They have an exceptional ability to delve deep into our organization, providing a clear and insightful picture of opportunities for growth and scaling. The impact of their guidance has been invaluable.

~ **Katy Meagher**

President & CEO, Neighbors 4 Neighbors



Hear What Our *Clients* Have to Say



From website updates and social media management to marketing materials and public and investor relations, They are responsive to all of our needs and has become an essential member of the Marine Bank team.

~ **Leslie W. Stokes**

Director of Client Experience at Marine Bank

Their services outshine the service I received from our previous agencies. The team is responsive, creative and knowledgeable.

~ **Jeff Cato**

President at CATO Insurance Group



From a fresh logo design and complete corporate identity package to our user-friendly website and print ads, they've effectively branded Stoever Glass Wealth Management and enabled us to differentiate ourselves as an independent RIA.

~ **Rich Kesner**

Director of Business Development, Stoever Glass Wealth Management

Hear What Our *Clients* Have to Say



Guiding Light Marketing Studio answered each opportunity with excitement and fresh, insightful ideas. We were able to launch a new social strategy with them, and in just two weeks, our accounts were seeing increases in average post impressions and engagements by 90–300% (a couple more than 900%)! It has been a true joy having our own outsourced marketing manager as part of our team, and I look forward to working with them again in the future.

~ **Kelly Peters**

Content Strategy Manager at ECI Software Solutions

Guiding Light is an absolute delight to work with. Our outsourced marketing manager was creative, professional, organized and all the great things that a marketer should be. We enjoy collaborating and working with her to meet our own business' goals.

~ **Annabelle Reyes**

Director of Account Services at PIL



Guiding Light has consistently provided our branding agency with exceptional work and is an absolute pleasure to work with. I have had the pleasure of working with Luz, as our outsourced marketing manager, on a wide variety of projects and am continually impressed with her talents and abilities. GLMS approaches each project with enthusiasm and is extremely reliable. If you are looking for an exceptionally talented marketing expert you can count on, I highly recommend Guiding Light Marketing Studio.

~ **Thomas LaBadia**

Owner and Creative Director of Electrum Branding

Examples of Our Marketing Campaigns



Multiplatform Content Strategy for Hispanic Wealth Week



Led the creation and execution of a strategic campaign to educate the U.S. Hispanic market, including a full content schedule across TV, radio, digital, and social platforms, plus a comprehensive social media plan with custom design and copywriting.



Examples of Our Marketing Campaigns



Content Development for Social Media + Email Campaign

Voices of Variety Campaign: We created targeted social media and newsletter content to promote supplier diversity efforts externally and internally.



Shani Hosten
VP of Audience Strategy at AARP

OUR SUPPLIER DIVERSITY CHAMPIONS

How AARP Engaged the African/Black Community with A Local Small Business

[READ MORE](#)

Upcoming Staff Training: Introduction to AARP's Supplier Diversity Program

Join us for an upcoming training session designed to introduce staff to AARP's Supplier Diversity Program.



During this session, you'll learn:

- How Supplier Diversity supports AARP's mission and business goals
- How to engage with the program throughout the procurement process
- How to use the Supplier Diversity Portal to search for qualified suppliers

AARP

6 Reasons to Source Vendors via the Supplier Diversity Department

- Access to Qualified Suppliers**
Let us find and vet, qualified vendors to save you time.
- Drive Innovation**
Diverse suppliers can often bring new experiences, skills, and perspectives leading to more innovative solutions.
- Demonstrate Corporate Responsibility**
Promote ethics via inclusive supplier network.
- Mitigating Risk**
Diversification adapts to market changes effectively.
- Gain A Competitive Edge**
Highlight dedication to diversity for stakeholder attraction.
- Drive Inclusive Growth**
Empower underrepresented groups through business ties.

AARP

To find a qualified vendor, regardless of your needs, contact us directly at supplierdiversity@aarp.org.

AARP

"Our partnership with AARP enabled us to welcome 100 new full-time employees."

Small and Diverse Business Owner

Quote from anonymous Small and Diverse Supplier impact survey.



OUR SUPPLIER DIVERSITY CHAMPIONS

How Our Minnesota State Office Raised \$190k to support local small businesses.

[READ MORE](#)

AARP



Carla Zbacnik
Sr. ASD, Communications
AARP Minnesota

VOICES OF VARIETY

How a LGBTQ+ Owned Business Enhanced AARP's Audience Segmentation

[READ MORE](#)

AARP

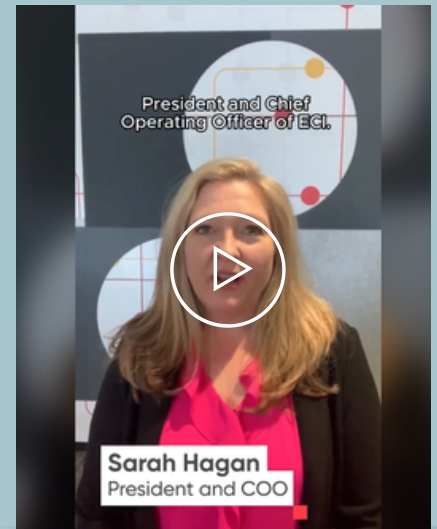


Gary Wood, CPC, CTS
Founder, Integrus Solutions

Examples of Our Social Media Content



Video and Graphic Creation
ERP Software Solution Company



Click the images
to view the video

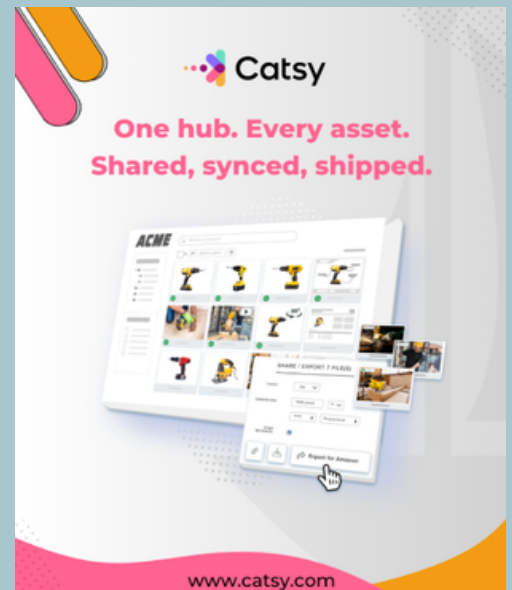
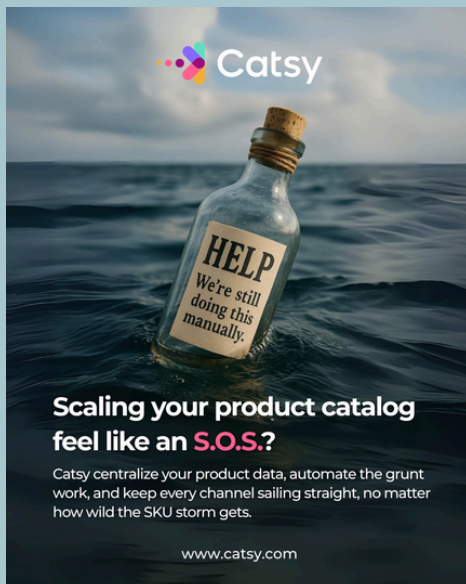
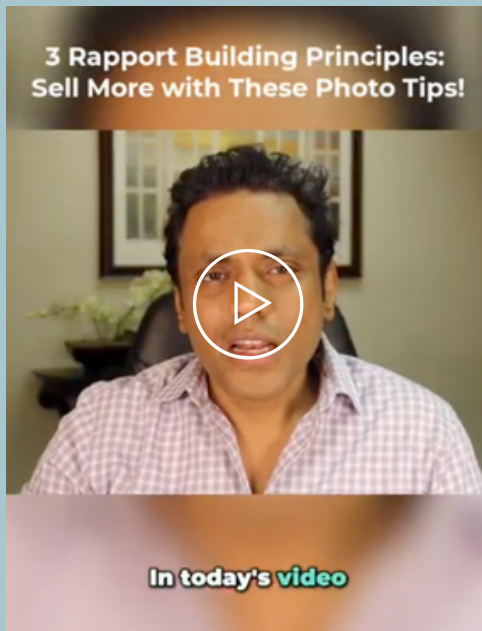
Examples of Our Social Media Content



Catsy

**Video and Graphic Creation for
PIM & DAM Software Company**

Click to view
the video

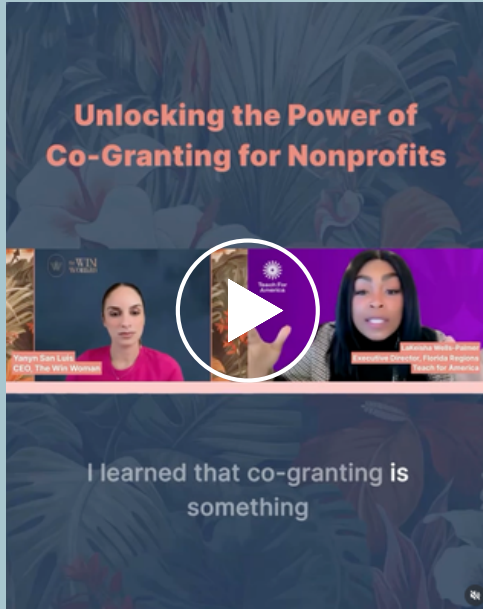


Examples of Our Marketing Projects



the WIN
woman

Video Content Strategy for Thought Leadership & Lead Generation



Developed and produced branded video content for The Win Woman to drive thought leadership, boost lead generation, and fuel social media engagement across multiple platforms.



Click each image to view
the video



Examples of Impact Reports



Economic Impact Report & Deck

We analyzed AARP's supplier diversity data to quantify the real economic impact of their partnerships. By evaluating direct, indirect, and induced effects, our report revealed how diverse suppliers contribute to jobs supported, wages paid, taxes generated, and overall GDP growth. The findings demonstrated measurable ROI, showing that AARP's supplier diversity program not only drives inclusion but also delivers tangible business and economic value.

AARP's Procurement Fundamentals

Quality Investment

We ensure that our procurement decisions are not solely based on the lowest price. Instead, we look for the best combination of quality and cost, ensuring that we receive products and services that offer excellent value for our investment.

Ethics and Accountability

We uphold the highest standards of integrity in all procurement activities. We do not accept gifts from potential suppliers and maintain transparency in our actions. Additionally, we are accountable for our decisions and ensure clear and robust reporting mechanisms are in place.

Open and Fair Competition

We commit to providing a fair and transparent procurement process where everyone has an equal opportunity to compete. We ensure that our procedures are clear and understandable, with no favoritism towards any bidder.

Equity and Inclusion

We strive to promote Small and Diverse Businesses. We ensure that our procurement policies support equity and inclusion, contributing to broader economic development.

AARP Supplier Diversity Economic Impact Report // 2024

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2024 Key Financial Achievements



*Percent change of change reflects year-over-year diversity spend impact.
** Reporting period is Apr'23 - Dec'24

AARP Supplier Diversity Economic Impact Report // 2024

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Supply Chain Insights: The Value of Business Diversity

Feedback from AARP employees who participated in a recent survey, reinforces the value that Small and Diverse Suppliers bring to our organization.



*Employee survey results of 17 anonymous respondents across AARP's business units.
** There were no ratings below average among respondents.
*** 25.4% say pricing is about the same as non-small and diverse suppliers.

AARP Supplier Diversity Economic Impact Report // 2024

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Our 2025 Objectives for Supplier Diversity

Strengthen Supplier Business Readiness

Ensure Small and Diverse Suppliers fully understand the AARP procurement process, so they are prepared to follow all AARP procurement policy, guidelines and procedures and are equipped to compete with larger suppliers.

Enhance Compliance & Risk Management

Ensure Small and Diverse Suppliers have the proper certifications, insurance coverage, and cybersecurity safeguards to reduce risk and ensure adherence to AARP requirements and policies.

Drive Long-Term Supplier Success

Foster sustainable relationships with Small and Diverse Suppliers via ongoing education and programming to ensure they remain competitive, scalable and business ready.

Continue to Strengthen Organizational Awareness

Reinforce understanding of our Supplier Diversity program through ongoing education and engagement, ensuring alignment across the organization.

AARP Supplier Diversity Economic Impact Report // 2024

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Examples of Impact Reports



Liberty Mutual
INSURANCE

Economic Impact Report & Deck

Developed a clear, data-driven report to communicate the economic impact of Liberty Mutual's supplier diversity and responsible sourcing efforts. The report highlighted key metrics, success stories, and the company's broader commitment to equity and inclusion.

Key Achievements at a Glance

This section outlines key milestones achieved over the past year, demonstrating progress in Responsible Sourcing Program Spend, supplier engagement, global expansion, and mentorship. These accomplishments highlight the continued impact and evolution of the Responsible Sourcing Program.



2024 RESPONSIBLE SOURCING ECONOMIC IMPACT REPORT

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Supplier Success Story



About the Partner
Bandits & Friends (B&F) is a Latino-Owned creative agency specializing in advertising and media. Liberty Mutual partnered with B&F in 2022 to elevate brand storytelling through a more inclusive lens.

"Our partnership with Bandits & Friends has been vital in consistently delivering high-quality deliverables and services required to meet our business objectives. Their commitment to excellence and reliability continues to help drive our success."

- Brand Strategy & Advertising Team, USRM Marketing



Strategic Solution

- B&F was selected as lead external creative partner
- Collaborated with internal agency, Copper Glants
- Extended and evolved the iconic "Liberty Mutual & Doug" campaign
- Delivered culturally relevant, high-impact creative solutions



Tangible Impact

- "Liberty Mutual & Doug" achieved **84% awareness** in 3 years
- Reduced media spend while sustaining top-of-mind brand leadership
- Strengthened consumer engagement through storytelling



Value to Liberty Mutual

- Cost efficiency without compromising creative quality
- Scalable, inclusive content creation
- Enhanced brand equity and long-term market positioning

2024 RESPONSIBLE SOURCING ECONOMIC IMPACT REPORT

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Economic Impact in Massachusetts

As Liberty Mutual's headquarters, Massachusetts represents more than a business location. It's home. That's why we're proud to showcase the direct economic impact of our responsible sourcing program in the state. From job creation to tax revenue and total production, this snapshot highlights how local supplier partnerships are driving value in our own backyard.



5,943
Total Jobs Supported



\$356.6M
Total Wages Earned



\$107M
Total Taxes Generated



\$891.5M
Total Production

* Estimates are based on national economic multipliers and represent projected impacts from Responsible Sourcing activity. Actual results may vary based on industry mix and geographic distribution.

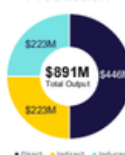
2024 RESPONSIBLE SOURCING ECONOMIC IMPACT REPORT

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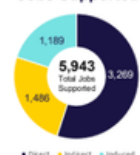
Breaking Down the Impact in Massachusetts

Liberty Mutual is headquartered in Massachusetts, making the local impact of our sourcing efforts especially meaningful. This breakdown shows how supplier activity supports the state's economy across every layer of the supply chain by driving production, creating jobs, and supporting wages through direct, indirect, and induced effects.

Production



Jobs Supported



Wages Supported



Legend: Direct (Blue), Indirect (Orange), Induced (Green)

Legend: Direct (Blue), Indirect (Orange), Induced (Green)

Legend: Direct (Blue), Indirect (Orange), Induced (Green)

*Direct, Indirect and Induced numbers may not add up to the total due to rounding. Estimates are based on national economic multipliers and represent projected impacts from Responsible Sourcing activity.

2024 RESPONSIBLE SOURCING ECONOMIC IMPACT REPORT

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Examples of Impact Reports

**Televisa
Univision**

Social Impact & Sustainability Report

Social Impact & Sustainability



Newsletter
June - December 2022

**Televisa
Univision**

Created a comprehensive report outlining TelevisaUnivision's social responsibility and sustainability efforts. The report highlighted key initiatives, community impact, and environmental practices, showcasing the company's commitment to long-term, values-driven change.

SOCIAL IMPACT & RESPONSIBILITY NEWSLETTER - JUN - DEC 2022

Mira Quién Baila All Stars

Dance Competition | October 9, 2022

Mira Quién Baila All Stars brings back fan-favorite themed nights that will transport viewers to some of the most iconic moments in music, dance, film and TV every week, for seven weeks. Each celebrity will represent a charitable organization close to their heart and purpose.



Organizations included:



PARTNERED WITH
8
organizations

WINNER RAISED
\$35,000
The Resource Foundation

RUNNER-UP RAISED
\$5,000
March of Dimes
Puerto Rico



SOCIAL IMPACT & RESPONSIBILITY NEWSLETTER - JUN - DEC 2022

TeletonUSA

Annual Fundraising Event | December 17, 2022

The TeletonUSA broadcast celebrated its 10th year by raising over \$6,379,218 and enrolling over 1,123 "padrinos" (godparents) to benefit the Children's Rehabilitation Institute-TeletonUSA (CRI), a non-profit organization that offers comprehensive rehabilitation services to children with neurological, muscular and skeletal disabilities no matter their family's ability to pay.

FEATURED PERFORMERS SUCH AS:



Benefiting
Children's Rehabilitation
Institute
TeletonUSA

\$6,379,218
raised

1,123
PADRINOS

INCLUDING
\$45,000
DONATED BY
UNIVISION FOUNDATION

SOCIAL IMPACT & RESPONSIBILITY NEWSLETTER - JUN - DEC 2022

Season of Giving

Community Outreach | 2022

During the Season of Giving, we celebrated our commitment to supporting and empowering the communities we serve. The work we do every day not only fills us with an immense sense of pride, but also with a collective responsibility to make a meaningful impact and create a legacy of giving for our growing company.



DONATED
11,500
toys

DONATED
1,050
blankets

DONATED
1,000
coats

PROVIDED
3,000
meals

Examples of Pitch Decks



LATIN GRAMMY
CULTURAL FOUNDATION
LATIN RECORDING ACADEMY

Developed an impactful pitch deck to showcase the Latin GRAMMY Cultural Foundation's mission, achievements, and program impact. Designed to support donor cultivation and strategic partnerships by clearly communicating the foundation's value and cultural influence.

Impact at a Glance

383 scholarships awarded with a 96% graduation rate	26 music research & preservation projects supported	\$700k of musical instruments donated	Currently working to close the gender gap in entertainment
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WHAT WE OFFER

DIVERSE SCHOLARSHIP PROGRAMS • Prodigy Scholarship • Gifted Tuition Scholarships • Tuition Assistance Scholarships • Berkeley Scholarship Program • Legacy Scholarship	EDUCATIONAL INITIATIVES • Latin GRAMMY in The Schools • Leading Ladies of Entertainment • Connect TogetHER Mentorship Program • Scholarship Ambassador Program • Women's Conference • Berkeley Music Education Program	COMMITMENT TO PRESERVATION • The Latin Music Research and Preservation Grant Program
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Organizations That Trust Us

Sucess Story: Esmirna Ortiz

- **Scholarship:** Tuition Assistance Scholarship
- **Graduation:** Berklee College of Music (2017)
- **Role:** Front-of-house engineer, musician, and director
- **Achievement:** Released groundbreaking "Latin Transcendental Etudes" in May, making history as the first woman in Latin music to compose such works.

Examples of Pitch Decks



We designed and developed a pitch deck for Pa'Lante Miami to strengthen its brand positioning and attract investors, showcasing the organization's mission, impact, and strategic vision within the political landscape.

The Theory

The If-Then Chain: How Trust Becomes Power

- 1** If we consistently show up in neighborhoods with helpful resources,
THEN we rebuild trust brick by brick.
- 2** If people trust us through our service to them,
THEN we earn permission to talk about shared values and share comparative information on complex issues.
- 3** If people have access to trusted non-partisan conversations,
THEN they gain the clarity to see through the fog.
- 4** If discerning voters organize into a coalition,
THEN they gain the power to:
 - Remove elected officials who fail to deliver
 - Reject policies that harm community well-being
 - Back leaders who will champion transformative solutions
- 5** If we maintain real-time intelligence on community struggles and aspirations,
THEN we can mobilize a new social movement that strategically drives the issues and candidates that are ready to "meet-the-moment".

The Method

1. Earn Trust

Serve, don't sell. Be useful and genuinely invested.

Voter asked "Si es politica o religion, no estoy interesada" and was welcoming when was told we were there to talk about emergency preparedness

2. Provide Clarity

Offer unbiased conversation, not propaganda.

Voter watches Fox and gives an eyeroll as she says it, admits she is limiting her news consumption and relies more on trusted friends

What We Learned

The Data Highlights:

- ✓ 71% of respondents are at risk for dis/mis while 29% are "discerning"
- ✓ 74% of respondents are impacted by affordability and quality of life issues.

The data tells a story:

- 01** Dissatisfaction and frustration with the status quo is deep.
- 02** Trust in institutions and elected officials has cratered.
- 03** People don't know the solutions but expect leaders to LEAD.
- 04** People are drowning in "information" but starving for truth and stability.

What's Next

Trust is the currency of democracy. We aim to use Miami-Dade as the laboratory to achieve proof of concept of our trust engine for civic transformation before scaling.

We're not building another voter file, we're building the relational infrastructure to power this generation's counter-movement.

In a time of disruption, our approach is radically simple:

- Meet people where they are.
- Walk alongside them through their struggles.
- Define shared values and a vision that rise above MAGA-driven division.
- Build trust through service and engagement that builds skills.

WE'RE NOT ASKING YOU TO FUND ANOTHER POLITICAL CAMPAIGN.



Examples of Pitch Decks



THE ALLIANCE
FOR FLORIDA'S NATIONAL PARKS

We designed and developed a compelling pitch deck for The Alliance for Florida's National Parks, showcasing their education programs and community impact. The presentation highlighted program outcomes, partnerships, and funding opportunities, helping the organization articulate its mission clearly to donors, sponsors, and stakeholders.

EDUCATION

\$0 in government funding for educational programs in national parks?

Despite their immense value, educational programs in Florida's national parks receive no government funding. Through philanthropic support, we provide tens of thousands of students with immersive environmental education.

\$13 MILLION	60k+ STUDENTS	2,300+ SIXTH-GRADERS
In grants provided to Florida National Parks	engaged annually in educational programs funded by The Alliance	participated in S.W.A.M.P. program conducting scientific experiments



One Mission, Four Futures

There are many ways to make a difference and support the protection of Florida's national parks for future generations.

JOIN US AT THE PARKS Volunteer With us • Give your time to protect and restore Florida's national parks. • Support conservation, education, and community engagement efforts. • Make a hands-on impact while exploring our natural treasures.	JOIN OUR COMMUNITY Become a Member • Join a community dedicated to preserving Florida's national parks. • Enjoy exclusive updates, events, and behind-the-scenes access. • Help fund critical conservation and education programs year-round.	TO SUPPORT Support as a Sponsor • Partner with us to amplify conservation and education initiatives. • Gain meaningful brand visibility while making an environmental impact. • Support lasting change in Florida's most treasured public lands.
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Our Focus

TO INVEST IN Education • Expanding Outdoor Learning: Funds field trips, STEM programs, and internships to prepare future conservation leaders. • Filling the Funding Gap: Provides private funding to park programs where federal support is lacking.	TO HELP Exploration • Ensuring Park Access: Expands hands-on learning for youth and underserved communities. • Promoting Sustainable Recreation: Supports eco-tourism and responsible outdoor activities.	TO SUPPORT Conservation • Restoring Wildlife & Habitats: Protects Florida's endangered species and funds habitat restoration. • Protecting Water Resources: Helps preserve Florida's waterways by funding projects that restore wetlands, and safeguard marine ecosystems.
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FLORIDANATIONALPARKS.ORG

About The Alliance

Since 2002 The Alliance for Florida's National Parks has served as the official philanthropic partner to:

- Big Cypress National Preserve
- Biscayne National Park
- Dry Tortugas National Park
- Everglades National Park

As a 501(c)(3) nonprofit organization, we are dedicated to preserving Florida's natural landscapes by supporting **education, exploration, and conservation** initiatives within these national treasures.



FLORIDANATIONALPARKS.ORG

Examples of Pitch Decks



the WIN
woman

We created a strategic pitch deck for The Win Woman that highlights the firm's impact, client success stories, and measurable results—blending data and storytelling to position the brand as a leader in social impact and sustainability.

OUR VAST EXPERIENCE AT-A-GLANCE

- Facilitated raising over **\$23 million** for minority-serving nonprofit organizations, driving community growth and development.
- CEO is a **3x winner** of Best Professor & Best Graduate Course
- Trained **over 2,500 business executives** in supply chain & sustainability, equipping them with tools for impactful decision-making.
- Led the efforts to reorganize a **\$13B media company** foundation and align it with their ESG and social impact efforts.

THE MISSING LINK WE'RE SHARING WITH OUR CLIENTS

The Missing Link: Seamless Donor Cultivation & Relationship Building

A Comprehensive Donor Stewardship Framework is the solution to overcoming the disruption caused by the short tenure of senior development officers. This framework should include systemized processes, shared knowledge, and automated tools to maintain strong donor relationships regardless of staff turnover.

Data-Driven Tools (e.g., CRM systems)

Processes & Protocols (e.g., stewardship playbooks)

Team Collaboration (shared accountability)

The Winning Client Journey

OUTCOMES WHEN WORKING WITH US

- 1 Clear organizational gaps identified
- 2 Custom fundraising strategy in place
- 3 Staff and board better aligned and prepared
- 4 Increased donor engagement
- 5 Higher campaign conversion rates
- 6 Active major gift and corporate pipeline
- 7 Multiple revenue streams
- 8 Scalable fundraising model
- 9 Stronger market positioning and thought leadership

ACCELERATE
Scale what works, diversify revenue, and position the organization for long-term financial strength

ACTIVATE
Execute donor-facing strategies and accelerate revenue generation through external engagement

ALIGNMENT
Audit, assess, and build internal infrastructure for fundraising success

Journey 1
1
2
3

Journey 2
4
5
6

Journey 3
7
8
9

90 DAY STRATEGIC PLAN

Organizational Assessment + Evaluation

- Organizational Assessment + Evaluation
- Two intake & Strategy Sessions (up to four hours)
- Desk Audit (Review of all organizational assets)
- Stakeholder Interviews (Up to eight)
- Setting and tracking KPIs for fundraising and new donor acquisition
- Outcomes and Recommendation Report and Executive Debrief

Strategy Development + Training

- Define and develop your donor and partner personas
- Targeted donor map (i.e., corporate + private foundations)
- 3-year fundraising roadmap
 - Strategy + Tactics for Lapsed Donors
 - Stewardship System to update donors on the impact their donation has made (consistency in outreach)

Team Access

- Monthly Development Support Advisory Hours (Up to 5)
- Team Check-Ins up to 60 minutes (Twice a month)
- Strategic Debrief (Mid-point of the engagement)

Examples of Video Commercials



Yealink

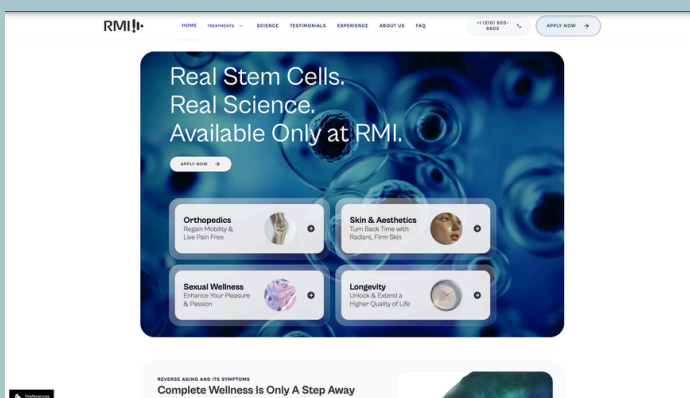
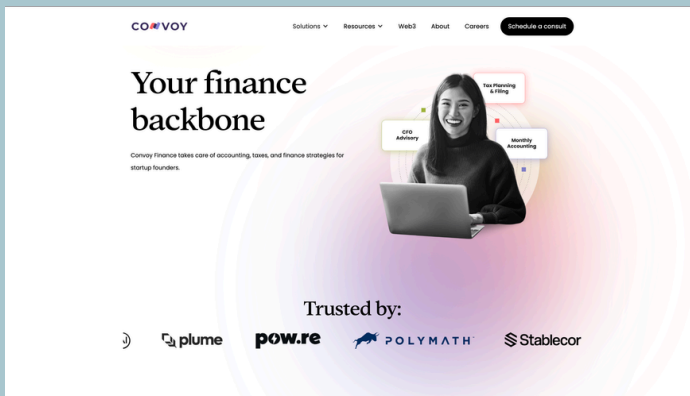
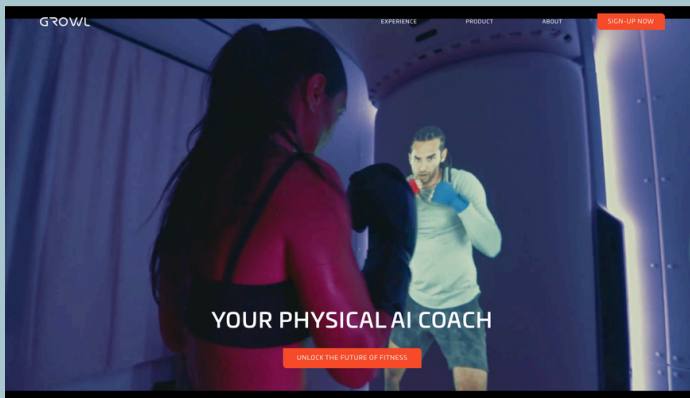
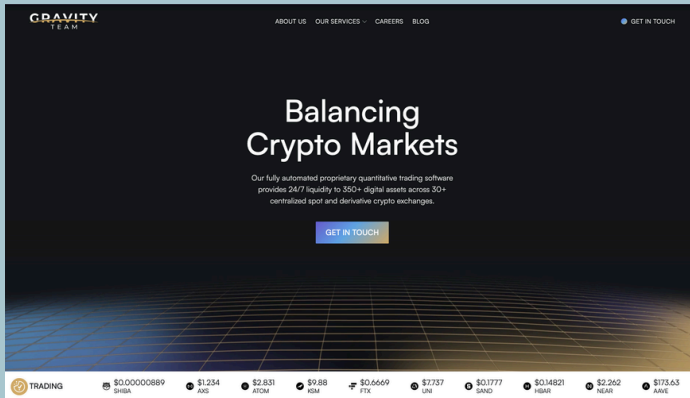


COMTECH




Udaan
India Foundation

Examples of Website Creation





Thank You

FOR YOUR TIME & CONSIDERATION

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🌐 glmarketing.co

Brands That Trust Us

