

Experience Only Counts When It Delivers Results

Here are just a few of dozens of success stories for SkyWaterEarth

Case Study 1: How to Segment - Improving Your Target Focus.

An organization wants to expand into a new market. SkyWaterEarth, first identifies 450 potential clients, and then helps describe the ideal persona of buyers within that market. Based on the personas, SWE develops a content marketing campaign to capture their attention. The campaign provides useful information for the buyers to perform their jobs better. Within a year, the organization captures a 25% market share.

Case Study 2: How to Attract and Grow – Improving Your Recruiting

Employees and volunteers are the lifeblood of any organization. But finding great people isn't easy. SkyWaterEarth first helps an organization identify the values that make them successful. Based on these values, SWE develops a hiring process that will identify them. This goes beyond the usual skills evaluation. Will the candidates fit the culture of the organization? With a custom set of interview questions, the team is able to grow the organization from 3 to 73 employees in two years. The culture thrives.

Case Study 3: Strategy and Focus – Improving Your Success

Strategy without tactics is just wishful thinking. Tactics without strategy is wasted effort. SkyWaterEarth is engaged by a small organization of fifteen people. They have a great new campaign they want to create. Unfortunately, the new idea will cost a lot of money and they are bleeding money as it is. SWE walks them through a strategic planning process, then helps them terminate an unsuccessful campaign and reinvest in their new idea. Twelve months later, they have money in the bank and are growing.

Case Study 4: Mission, Goals and Values – Setting a Good Foundation

Your communications can't be successful when you are fuzzy about who you are and why it matters. SkyWaterEarth is engaged to walk a local chapter of a national environmental group through their planning process. Mission and goals are identified and refined. Group values are established and serve as a guide. The organization's messages become more clear and new volunteers are more easily recruited.

Case Study 5: Creating the Frame - Clarity in Messaging

A statewide chapter of a nationwide environmental organization needs a statement on the "Science March," for its members and the press. The current statement is 300 words and five paragraphs. Nobody will read it. SkyWaterEarth walks them through a Why, How, What process. Starting with why is more important than what. Without truth, we have no trust. Without trust, we have no rule-of law. Without rule-of law, we have no democracy. *Therefore, the attack on truth is an attack on democracy.* Ten words.

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Personal Testimonials

SkyWaterEarth has done a terrific job of creating a one-to-one communications program in our organization that has led to significant growth. Hobie is a very creative and analytical marketing professional that never loses sight of the end goal – creating growth and successful campaigns. He is willing to jump in and help in anyway to help the organization achieve its goals and plays the role of the pragmatic optimist that growing organizations need.

- Chris McPartland, Director

For campaigns to be truly effective in any organization, they need a partner in marketing that truly understands communications process, messaging, framing and positioning. Hobie's knowledge in this area helped to drive a fundamental shift at our organization in how marketing supported sales and how sales executed in the field. This shift resulted in sustained 30% year-over-year growth. Any company looking for proven marketing leadership should make SkyWaterEarth part of their team.

- Mark Christenson, Strategic Marketing Director

Hobie and SkyWaterEarth gave us our identity. Early on, an organization or group can wind up trying to be everything to everyone. This is a recipe for failure. SWE took us through a process that became the bedrock of our brand and identity. It helped us focus on the right stakeholders. It improved our communications. It helped us recruit and retain top talent. It gave us purpose.

- Mike Nathan, CEO

Hobie has been instrumental in driving the success of the organization through his strategic vision and development of creative and effective campaigns. Hobie excels in developing visionary strategies and formulating tactics and action plans to achieve results. I have been very impressed with Hobie's work and his support in helping the organization achieve both our short-term and long-range goals.

- Sam Smith, Director

These are just a few of our success stories and testimonials. Give us a call today (651-357-0110) to learn more. Because our mission at SkyWaterEarth is to help others be better at saving the world.