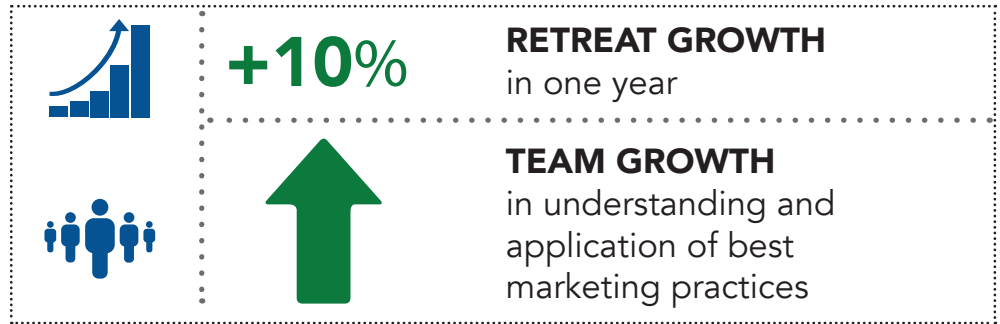


# Case Study.



"Within the first year our retreat income increased by 10% and we are already on track to exceed our goals for year two.

Working with Tic Tac Toe Marketing was absolutely the right choice. Casey helped us realize true results. The good news of the work we are doing is spreading faster than we could have hoped for.

As a result of her expertise, we've also been able to adopt new best practices for our team and our marketing efforts.

Now we can continue to share our mission with purpose and direction with confidence and the results have been tremendous!"

- Travis Aufderheide, Executive Director

## THE PROBLEM:

Green Lake Lutheran Ministries was struggling to communicate all of the fantastic things happening within their ministry and realized that they weren't able to reach new audiences with their existing marketing. As a team, they needed to understand how to quickly reach the right people and start producing results.

Facing these obstacles, the board was growing frustrated with their situation and needed to start seeing big changes quickly.

The brand new Executive Director was charged with making measurable progress on big goals within his first year.

## THE SOLUTION:

We worked together to develop messaging that was clear and communicated the great things happening within their ministry.

In addition to the messaging and brand positioning, we worked together to identify and implement a marketing strategy that their team could rally around and leverage for future growth.

