



MCforNC is a nonprofit consulting firm providing consulting services to other nonprofits. Our mission is to provide students with relevant work experience while helping our nonprofit community be sustainable.

## Non-Traditional Marketing Strategy

*As technology changes, so do people's habits. These changing habits have opened up numerous new, more effective avenues of advertising and marketing products and services.*

- Do you need low cost, but effective advertising tools?
- Are looking for a creative way to market your services or products to a specific audience?
- Do you want a cost effective method to reach a large audience?
- Are you looking for creative ideas to advertise and market a specific product or event?
- Do you want an easily quantifiable marketing strategy?
- Are you considering to design merchandise to promote your organization?

MCforNC can help you construct an effective marketing strategy that can help you reach your target audience faster and more efficiently. Our expertise is working with nonprofits in the Triangle Area, which allows us to help you find the right resources and connect with the right people and organizations so you can achieve your goals.

## How does the process work?

