



WE PROVIDE



- Branding
- Brand navigator
- Marketing
- Message development
- Traditional media buying and placement
- Digital and social advertising
- Integrated content strategies

THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals; accomplished multimedia designers; digital media experts; skilled video and radio producers; award-winning journalists; and former legislative staffers. We work with government agencies, national foundations, nonprofits, and other mission-driven organizations to produce communications assets to effect positive change in the world.

Marketing

Reach Your Audience. Advance Action.

Connecting your audiences with the messages that matter most.

With more than two decades of experience leading successful marketing campaigns, The Hatcher Group understands how to build brands, amplify key messages, engage target audiences, and inspire people to take action. We manage multifaceted campaigns for clients nationwide, consistently executing high-impact work for budgets of all sizes.

Whether our clients want to raise awareness, change behavior, or influence new policies, we can develop a strategy to help. We develop comprehensive marketing plans using a three-phase process of discovery, strategy, and evolution. This approach guarantees that our plans are grounded in research, tailored to the unique target audience, and nimble enough to quickly respond to market changes. Our diverse and award-winning team has extensive expertise implementing a wide range of marketing strategies, including messaging, branding, creative, digital communications, public relations, earned media, and advertising, as well as media buying for TV, radio, print, digital, and out-of-home placement.

Measurement is the key to success.

We know that an effective marketing campaign requires research-based strategic planning, measurable goals, and a clear-eyed assessment of the challenges and opportunities in the landscape. To measure our success, we track metrics that help us understand the efficacy of each marketing tactic. Through constant monitoring and evaluation, we can assess the impact of our strategies and tactics and make adjustments throughout the life of the campaign to optimize performance. Tracking real-time measurements and analytics allows us to be responsive, cost-effective, and compelling while bolstering the strength of the campaign.