



MANAGED MARKETING SERVICES

Your Fully Outsourced
Growth Engine



The Problem

Marketing is happening—but not driving consistent growth.

- Inconsistent execution
- No clear strategy or ownership
- Internal teams stretched thin
- Disconnected efforts across channels
- Unclear return on investment



The Opportunity

With the right structure, marketing becomes a true growth engine.

- Aligned strategy and execution
- Consistent, on-brand output
- Predictable lead generation
- Data-driven decision making

Marketing should feel organized, measurable, and scalable.



**One
accountable
partner**



**Integrated
across all
channels**



The Solution

We act as your fully outsourced
marketing department.

**Strategy,
execution, &
optimization**



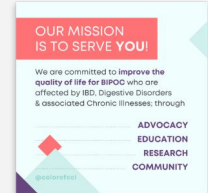
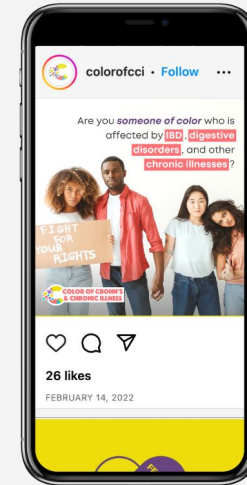
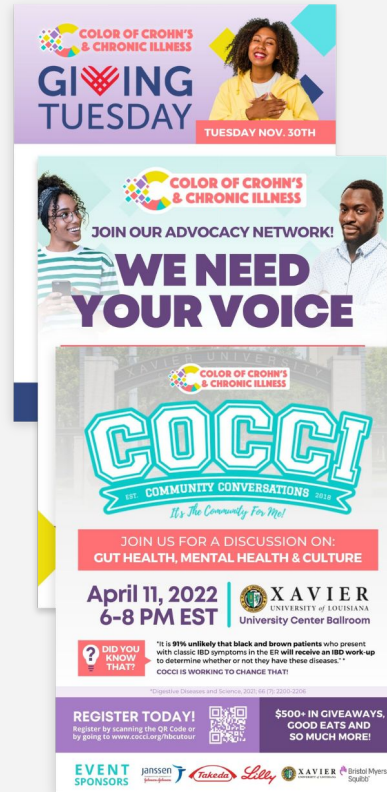
**Built to scale
with your
business**



What We Handle

End-to-end marketing, under one roof:

- Strategy meetings and campaign planning
- Content calendars and social media creative
- Custom branded Canva templates
- Lead generation campaigns
- Google Ads management
- Marketing materials and assets
- Performance tracking and reporting
- Email Marketing campaigns
- Custom Landing Pages for Marketing Funnels
- Capturing and/or editing content (video)



Branded
Creative

CATALYST CT | RESTORATIVE JUSTICE
2023 - 2024

BUILDING FOR TOMORROW: CATALYST CT

Established in 1983, Catalyst CT is the only nonprofit provider in Connecticut that combines direct service, community capacity building, public policy, and advocacy under one roof. Formerly known as **REMAP**, our new name reflects our renewed commitment to serving as a catalyst for positive change in Connecticut. We are poised for an exciting new chapter of innovation and impact, focused on the core values of improving lives, building healthier communities, and history a better future.

As a catalyst, we promote social change. The lasting impact we make on products that address our issues is needed, those of ours, and the community as a whole. As a trusted partner, we work with individuals to tackle the toughest issues and solve the problems together from gaps exposed by mental and behavioral health. From addiction to restorative practice, our expertise builds on the strengths of the communities we serve. Integrated programs build hope, resilience, and opportunity to create an exponential effect of positive change.

OUR VISION

Transforming communities together.

OUR MISSION

As a trusted partner, we foster social change and create a lasting impact on community well-being.

OUR VALUES

COMMUNITY VOICES

We amplify the voices of those who have experienced.

COLLABORATION

We learn and grow together.

INCLUSION

We embrace each person and their experiences, striving for equity, justice, and belonging for all.

INNOVATION

We create bold change that meaningful impact in all that we do.

INTEGRITY

We word with honesty and openness.

THE COST OF LIMITED OPPORTUNITIES

Bridgport, the largest city in the state, stands out for its surrounding area and the role of Community Bridgport residents experience financial and social mobility. Bridgport residents experience financial and social mobility. Bridgport residents experience financial and social mobility. Bridgport residents experience financial and social mobility.

HOW DOES BRIDGPORT COMPARE TO CONNECTICUT?

Metric	Bridgport	Connecticut
Median Household Income	\$58,515	\$93,645
Overall Poverty Rate	17.7%	18.3%
Unemployment Rate	9.3%	4.3%

THE COST OF DISCONNECTION

Bridgport and Connecticut overall are facing a crisis. According to basic education 2022 report, one in five young people aged 18 to 26 in Connecticut are considered either at risk of being or are completely disconnected, meaning they may be close to or have already dropped out of school and are either not employed or underemployed. Shockingly, one in three high school students need not graduating in 2022.

TYPICAL FAMILY HOUSEHOLD EXPENSES:

1 Adult, 1 School-Aged Child, 1 Child Under 5

Category	Amount
Housing	\$27,590
Food	\$10,960
Childcare	\$22,957
Transportation	\$15,849
Internet & Mobile	\$15,849

BREATHE BETTER. LIVE BETTER.

Text **VAPEFREET** to 88709
or call **1-800-QUIT-NOW**

Start quitting today, visit CatalystCT.org/Vaping



A Community Conversation About Gambling

Training of Trainers

BREAKFAST IS PROVIDED!

A Community Conversation About Gambling

LUNCH IS PROVIDED!

PROBLEM GAMBLING AWARENESS MONTH

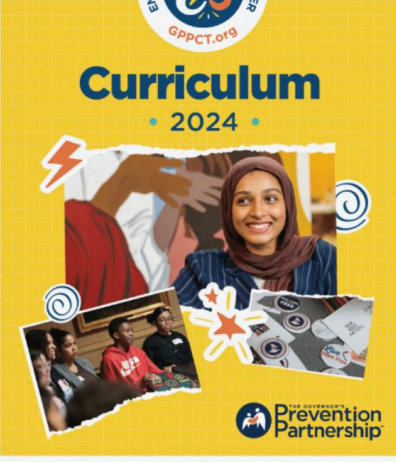
→ EVERY STORY MATTERS

KICK OFF EVENT





Branded Creative



ENGAGE • ENCOURAGE • EMPOWER
GPPCT.org

Curriculum

• 2024 •

Prevention Partnership

A yellow poster with a collage of photos showing diverse people interacting. It features a lightning bolt icon, a star icon, and a circular arrow icon. The text includes the GPPCT logo, the title 'Curriculum 2024', and the Prevention Partnership logo.



Thinking About Becoming a Mentor?

Hear real stories.
Learn what it takes.
Discover how you can get a fresh take on life from an entirely new perspective.
Join us for a Listening Session!

WED. MARCH 26
6-7PM | VIRTUAL

MentorCT.org

A poster featuring two men sitting on steps outdoors. The text promotes a virtual listening session on March 26th. It includes the GPPCT logo and the MentorCT.org website.



Ever Wondered What Type of Mentor You Are?

Take our quiz to find out! MentorCT.org

A poster with a colorful illustration of people in various roles. The text encourages taking a quiz to identify one's mentor type. It includes the MentorCT.org website.



Happy Thank Your Mentor Day!

TO ALL MENTORS:
THANK YOU
for Making a Difference!

#ThankYouStartsWithMentoring

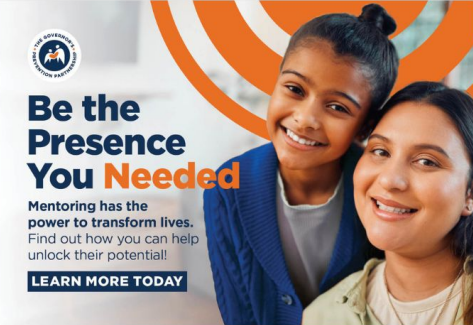
A poster showing two women talking. The text expresses gratitude to mentors and includes the hashtag #ThankYouStartsWithMentoring.



Step 04

"You don't need to see the whole staircase, just take the first step."
Martin Luther King Jr. Day 2025

A poster featuring a man in a suit pointing upwards. The text is a quote by Martin Luther King Jr. and is dated for MLK Day 2025. It includes a 'Step 04' label.



Be the Presence You Needed

Mentoring has the power to transform lives. Find out how you can help unlock their potential!

LEARN MORE TODAY

A poster with a close-up photo of a young girl and a woman smiling. The text emphasizes the impact of mentoring and includes a call to action 'LEARN MORE TODAY'. It features the GPPCT logo.



THE GOVERNOR'S Prevention Partnership

Listen, Guide, Inspire!

Are you ready to make

A laptop screen showing the MentorCT.org website. The website header includes the GPPCT logo and navigation links. The main content area features a photo of a man and a woman with the text 'Listen, Guide, Inspire!' and a call to action 'Are you ready to make'.



THE GOVERNOR'S PREVENTION PARTNERSHIP

Listen, Guide, Inspire!

If you wished for guidance as a youth, or if you benefited from mentorship, you know the power of connection.

SCAN HERE TO LEARN ABOUT MENTORING

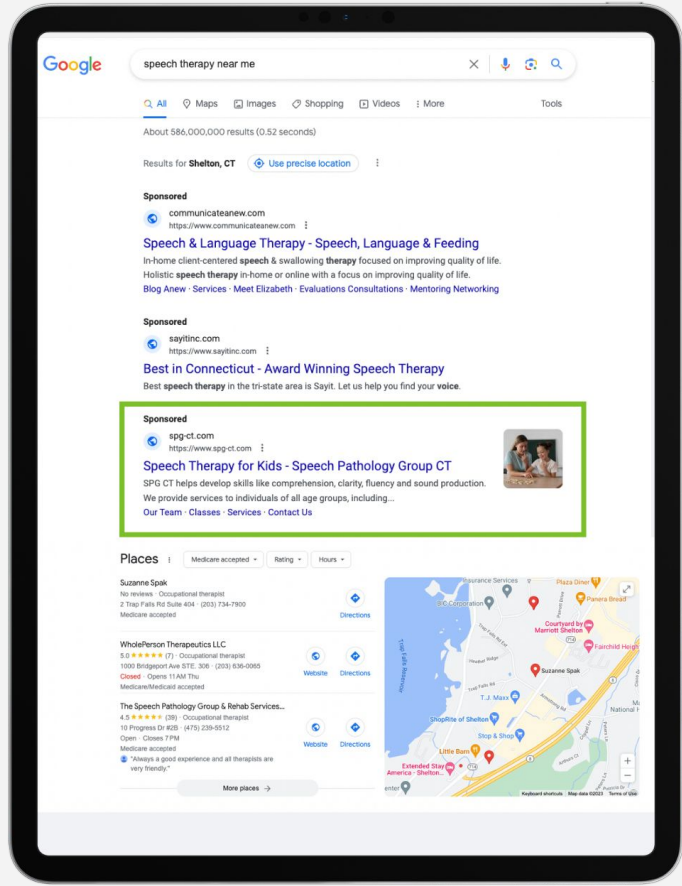
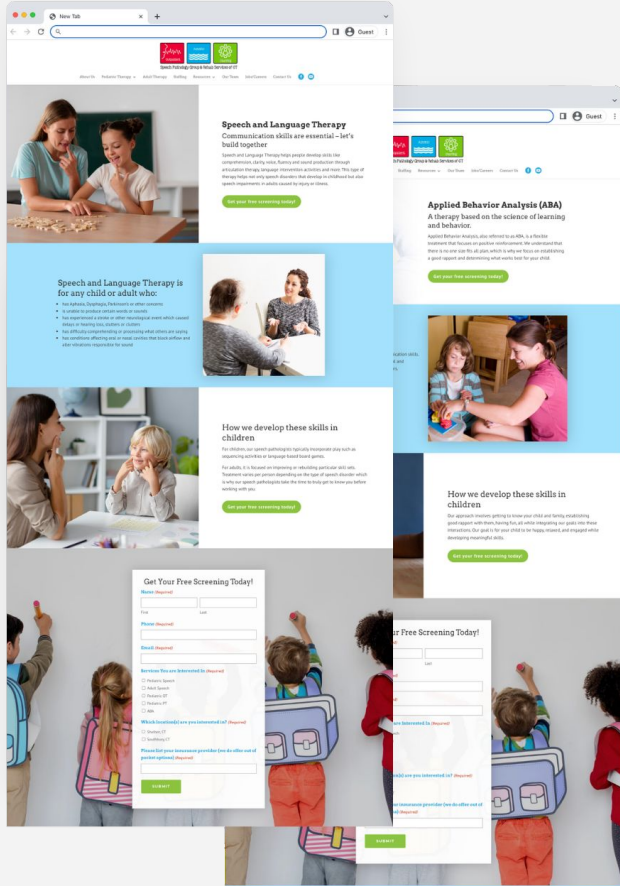
What is a mentor?

- A safe person for young people to express themselves freely.
- A guide/leading board.
- A listening ear.
- A person with a big heart, not a big wallet.
- A caring person with an hour each week to share.

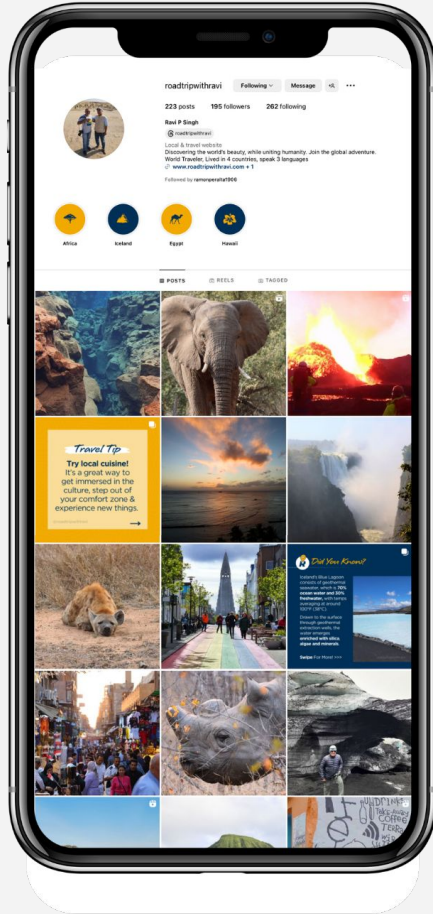
www.MentorCT.org

A large vertical banner with a photo of a man and a young boy. The text includes the GPPCT logo, the title 'Listen, Guide, Inspire!', a quote about the power of connection, a QR code to learn more, a definition of a mentor, and the website URL.

Paid Advertising



Social Maintenance



Industry Analysis - YouTube

What type of content are these users looking for in this industry and how does Road Trip with Ravi fit in?

Google Think found that 48% of YouTube Travel Channel Subscribers were to Vlogs in personal reflection in video format, while followed for Travel Vlogs/ footage.

While Road Trip with Ravi isn't entirely a Vlog - it does possess elements that can cross-over into this segment of viewership. In addition to the current content, there are opportunities to branch out to create more videos on travel tips and more - which we will go into further detail later in this Flight Plan.

Two out of three U.S. travelers watch YouTube travel videos when planning a trip (Google).

ROADTRIP

Instagram

Instagram is a highly popular social media platform for both photos and videos with over nearly 2 billion monthly users.

Updates:

- When using posts:
 - Captions should highlight the area/info about it - provide value
 - Add a few hashtags after the image related to the image/location etc. (i.e. #RoadTripWithRavi #Travel #Adventure #Travel)
 - Reels - continue to use trending audio, make sure to record post in the correct aspect ratio (9:16)
- Highlights:
 - Post stories at location directly or we will can grab them from your personal page and upload stories of the locations
 - Be sure to provide value & post consistently

ROADTRIP ACTION: CREATE CONTENT CALENDAR & POST CONSISTENTLY

BRANDING IN ACTION

Do use the approved fonts and colors in all branded YouTube assets including intros, captioning, lower-thirds, and endcards.

Do use the approved brand colors and fonts (or closest option) for any social media reels/videos.

Do use the logo on top of beautiful travel photography but ensure there is enough contrast for legibility. *Use brand colors with transparency to help provide more contrast.

Do subtly use a topographic map pattern in the background as a supporting brand element.

Audience Breakdown

Millennials (21% of users)

- Highly educated
- Highly career oriented
- Value experiences over material possessions (MSP)
- Value social media as a way into adulthood experiences
- Drive: Tech Enthusiast

Gen X + Baby Boomer (41% of users)

- Highly educated
- Value career over material possessions (MSP)
- Value social media as a way into adulthood experiences
- Drive: Tech Enthusiast

75% of travelers have been inspired by social media to a specific destination (64% were inspired by TV shows, movies or the news (American Express, 2022)).

ROADTRIP

Partnerships

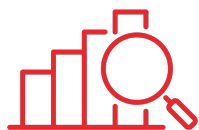
There's an opportunity to partner with the local tour guides you work with. On your website or in blog you can recommend these partners to assist in filling their revenue streams as those who know you and get to know Road Trip with Ravi will be more likely to use those you recommend. Additionally, this will provide a potential opportunity to increase reciprocal links on your website or vlogs.

Depending on the size of the company that you use, they may mention you in your videos on the website instead for you linking to them on your website.

ROADTRIP ACTION: TAG/HIGHLIGHT LOCAL LOCATIONS & GUIDES USED IN VIDEOS/BLOGS

How It Works

A CLEAR PROVEN SYSTEM



**Discover &
Audit**



**Build
Strategy**



**Execute
Campaign**



**Optimize &
Scale**

No guesswork. No gaps.

Communication & **Accountability**

You get structure and
visibility at every step.



Biweekly strategy and
performance meetings



Ongoing communication
and support



Monthly performance
insights



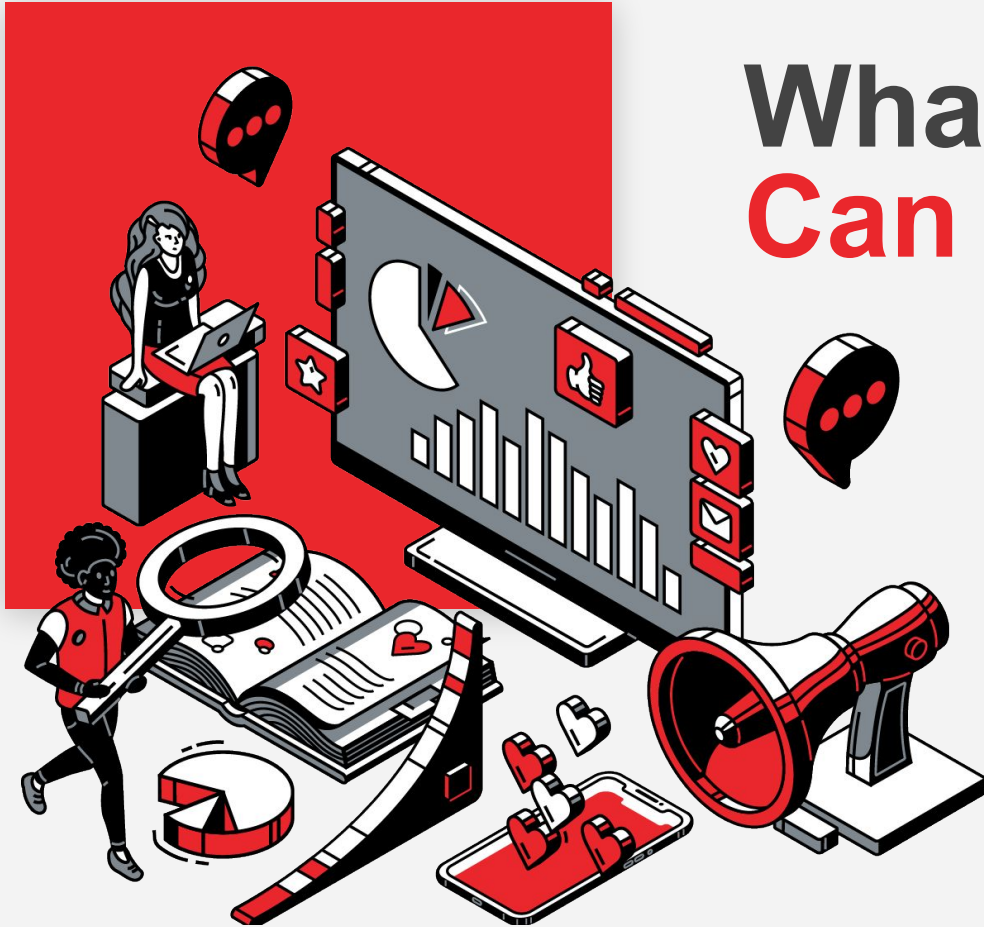
Quarterly reporting
and planning

You always know what's happening—and why.

What You Can Expect

This is about outcomes—not just activity.

- More consistent lead flow
- Stronger brand presence
- Improved return on marketing investment
- Reduced internal strain
- Clear direction for growth





Why **Peralta Design**

We bring strategy, creative design and execution together. We make life easier for your business.

- Brand-first thinking with a performance focus
- Experienced, agile, and accountable team
- Proven systems—not trial and error
- A true partner, not just a vendor



Next Steps

Let's build your marketing engine.

**STEP
1**

Align on goals and priorities

**STEP
2**

Define scope and engagement

**STEP
3**

Kickoff and begin execution



LET'S GET STARTED!

We handle the marketing—so you can focus on the business.

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peraltadesign.com