

2024



Jali Creatives

2024

jalicreatives.com

Impact Report

2024 Turning Digital Impressions to Real-World Impact

Everyone has a story to tell, and we believe that when you tell your story—you open up the minds and hearts around you, and this is a critical step in building community. In 2024, our caffeine-fueled team had the opportunity to tell the stories of a diverse set of clients dedicated to breaking down barriers, driving change and collaboration, and taking part in and leading the conversations in their respective industries and sectors.

This report highlights the milestones we've achieved— organic audience growth, impactful branding and design campaigns, and so much more. Led by our values of storytelling, creativity, service, excellence, and empathy, we partnered with our clients to accomplish (and in some cases exceed) their goals and tell their stories in meaningful ways that were authentic to their brands.

In perusing this report, you'll see how the numbers, campaigns, and outcomes reflect not just the work we do—but the values that shape everything we create. We celebrate the stories we've told in 2024 and look forward to the many more we'll create together in the future.

To all of our clients, thank you for being a part of our story.

3,000+

Social media posts

100+

Email campaigns

52%

Increase in new followers

Company Overview



Mission

At Jali Creatives, we believe in the power of storytelling. That's why it is our mission to tell the stories of service-based businesses through content, design, and strategy.

Through creative solutions, we work alongside our clients to ensure they reach their goals.

Vision

Our vision is to help women-led enterprises reach their highest level of achievement.

Values

- Storytelling
- Creativity
- Service
- Excellence
- Empathy

Performance Overview



Consistent, steady growth is great for any brand—but especially for smaller brands and micro-influencers who are growing through an organic growth strategy. Attracting new followers this way ensures that our clients are growing an online community of aligned followers who believe in their work and are primed to engage with their content and potentially purchase from their brands!

Social Media Success

- Total Combined Followers Across Clients: **15,217**
- Total Posts Created: **3,078**
- Total Impressions: **127,388**
- Total Engagements: **12,751**
- Total Video Plays: **13,784**

In today's digital landscape, where organic growth is increasingly challenging, it's essential for brands to deeply understand their audiences and create content that truly resonates. This intentional approach leads to tangible results—such as increased website traffic, higher event registrations and participation, and even praise from the community you're building with your social media.

52%

Increase in new followers

13,784

Video plays

Performance Overview



Email remains one of the most effective ways to connect directly with your audience—cutting through the noise of social media algorithms. Success lies in delivering a strong message, a clear call to action, and an engaging story that resonates, ensuring your brand stays top of mind and drives meaningful results.

Email Marketing Matters

- Over 100 email campaigns developed, designed, and disseminated
- Consistently achieved open rates well above 40%, with some campaigns reaching over 70%

75%

Open rates exceeded industry standards for many of our clients' campaigns

Campaigns supported key client initiatives, including:

- Fundraising efforts
- Special events
- Leadership development offerings
- Workshops and trainings

Emails also drove website traffic, strengthened audience engagement, and connected clients with their communities by sharing insights and telling impactful stories.

\$60,000+

Combined sales and fundraising results supported by email campaigns

Design that drives change

Brand development

- Delivered customized brand packages for organizations across sectors:
 - Nonprofits: Amplifying missions and values through compelling visuals and strategy.
 - County Commissions/Government: Elevating civic engagement with professional branding.
 - Private Small Businesses: Strengthening brand identities for diverse entrepreneurs.
 - Educational Institutions: Designing innovative solutions for student and stakeholder engagement.

Annual Report Design

- Designed **4** impactful annual reports for nonprofits, highlighting their achievements and inspiring stakeholders to continue their support.



Logos designed

5

Brands supported

22

Client Success Story



Social Sector Powerhouse

To support the success of a major conference dedicated to empowering nonprofit leaders, we executed strategic marketing efforts that delivered over 86,000 sponsor impressions, 2,411 attendee profile views, and high engagement on the event platform, with 320 active users exchanging 1,298 private messages.

Annual Conference

These efforts drove impressive ticket sales and revenue while enhancing sponsor visibility and fostering attendee connections. By crafting compelling narratives and leveraging targeted outreach, we helped promote the conference as a transformative experience, solidifying its reputation as a hub for inspiration, resilience, and actionable change within the nonprofit sector.

86K

Sponsor Impressions

4.5K

Website Visits

88%

Open rate of pre-event announcements

92%

Conference app downloads

Your Story, Your Way

Ready to share your story?

Our 2024 journey has been about crafting meaningful stories, driving organic growth, and creating real-world impact for our clients. Are you ready to elevate your brand and make lasting impressions—both online and offline? Let's partner to bring your vision to life. Whether you need engaging content, strategic branding, or impactful campaigns, Jali Creatives is here to help you share your story, your way.

What Our Clients Say

“ *Been with Jali for several years. I appreciate the consistent and professional work they've done for my firm over the years. Taking one aspect of my business off my hands so I can focus on my clients.*

Steven J. Henriquez | SJH CPA



Contact Us

Visit jalicreatives.com to learn more or schedule a consultation. Let's create something incredible together.

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