



Vivid Vision 2022

Snapshot

It's January 31st, 2022, and C2Media has flipped the advertising world upside down. In an industry long seen as cold, **we're heating up the game by putting relationships over sales targets.**

We're not your stereotypical Ad Execs lost between digital platforms, and delicate relationships. Our appreciation for our clients goes beyond the phones: You're more likely to find us chatting with clients over coffee to discuss kick-ass growth strategies, or volunteering in the community as a team.

In the office, our people are **bubbly creatives who love the work they do and bring their whole hearts to our client relationships.** On the outside, clients see us as the company they want to partner with—because they know that with us, they're treated like part of the fam.

How did C2Media become the game-changer? See for yourself...

Core Values

How are we flipping the advertising industry on its head? By sticking to our core values...



Own Your Shit

Solutions are better than excuses. When we take ownership of both our losses and our wins, we stimulate action.



We're Better Together

Our work and our lives improve when we can learn from and lean on each other. So why go at it alone?



Serve, Don't Sell

It doesn't matter what will bring us more dollars: What's best for the client is what's best for us as a company—always. We value people and treat our clients like the awesome humans they truly are.



Have Fun

The only way we know how to deliver great work is by having a great time doing it. By keeping fun in our days, we create more, inspire one another, and build a positive environment.



Stay Hungry

In an ever-changing industry, our team is built of people who recognize the beauty of infinite potential. We're thirsty for knowledge, and we never tire of the journey to improve.



Lead With Integrity

What you see is what you get—a team of genuine peeps who lead with what's right. Behind closed doors, we act the same as we do in front of you. Transparency and honesty are at the heart of our beliefs, so we expect this from each other and our clients.

Team

At C2Media, no one works **for** anyone. We work **with** each other. We put everyone in a position that complements their strengths. When each teammate is in a role where they can shine, our work as a company thrives. Here are all the pieces:



Founder: Chiara Allen leads big-picture projects and manages our team. She's our visionary and north star, keeping us moving forward.

Growth Directors (2): Our sales team loves to impress: They jump on incoming leads within five minutes to create valuable connections from the get-go. They have a genuine interest in people's stories and businesses, so they spend the majority of their time meeting face-to-face with potential clients, chatting them up and building strong rapport. They're known for wooing clients with their extensive knowledge and authenticity.

Continuity Managers (2): At C2Media, we don't just attract business and then dip out. We build long-lasting relationships. The continuity team checks in regularly with our clients to ensure we're keeping the promises we make, so we can keep rocking and growing together.

Web Architects (2): This team brings creative flair to building our clients' websites. We believe in showcasing brands' personalities, and we're heavily allergic to boring. Clients count on us to develop swaggy websites that convert. So we don't just deliver a site that looks cool: We create a site that turns visitors into business.

Search Gurus (2): As Google trends change regularly, our search team stays on top of the fluctuation. They're adaptable AF, and leverage whatever is happening in the SEO world to figure out how our clients' sites can stay top-ranking.

Corporate Strategist: This person turns stress into success. They're skilled at handling day-to-day "fluff" and keeping things organized. They're Chiara's right-hand, focusing on reporting, planning, and admin items, so she can focus on what she does best.

Social Connectors (2): Bold, strong, and a little sweet: Social media isn't everyone's cup of coffee, but it's ours. This team understands brands and how to create intimate connections between a business and its followers. They keep their social strategies on fleek and create organic, unique content for whichever social media platforms our team of connectors feels need a little TLC.

Digital Creators: This team handles the cool visual stuff taking over the world. From shooting video commercials to taking bomb photos, they turn any brand from basic to boss through visual content that wows the hell out of viewers. In house, we borrow their talent to produce at least one piece of video content a week.

Culture

Our culture goes way past the basics: Investing in our team's education and training is one of the best uses of our resources. We hire mentors, bring the whole team to events, and give everyone access to a "financial fitness" coaching session, where they learn how to manage their money most effectively. Events like Genius Network and the Grant Cardone 10X Growth Conference are on our calendars every year.

When we take the stress of finding the right educational resources or figuring out how to manage money out of a person's day-to-day life, they can focus instead on creating their best work. For a team of high-achievers like ourselves, we like to set constant goals. And when we exceed them, rewards fly - no pun intended. When team members exhibit outstanding performance, they can win paid-for trips to Mexico or the Caribbean. We also set up regular team-building trips (Washington D.C. is a favorite destination).

Healthy lifestyles also thrive here: We know the foundation of every one of our ideas or successes is a person full of energy. Through paid gym memberships and healthy food options at the office, we feed our team's healthy habits. Self-care is where every great success begins.

Outside the walls of our company, our culture is making waves across the industry. We're seen as the organization that's shaking up the status quo and changing the perception people have of advertising. Chiara has given her own TEDx Talk, been invited on Ed Mylett's podcast to detail how to get the advertising industry back to approachability and relationship-building, and been featured in Entrepreneur. As a company, we've taken home an award in Alberta's Fast Growth 50.



Headquarters

We've expanded our reach to include a sister company in San Diego, California, in addition to our home base in Calgary, Alberta. Both boast up-tempo vibes and energy—peppy top 40 music plays in the background (with the occasional blasting of old-school rap), modern-chic white and gold decorates our space, and an open layout encourages conversation and collaboration.

But don't be distracted by how much work we get done here: We have plenty of fun too.

Our new space in San Diego is a symbol of the growth we've experienced these past three years. We've taken over the loft of a renovated apartment building downtown. Huge windows give us a view of the city, and the beach is just a quick drive away. Our space is bracketed on one side by exposed brick, and white walls on the other, which we can write and draw on. It's rare to visit our office and see anyone on the team without an idea on the tip of their tongue, and a marker in their hand, mapping out the latest client growth strategy on the idea wall.

Our energy is palpable as soon as you walk into the room. We bring our best attitudes and thinking hats, ready to work with one another. We discuss ideas, music keeps us energized, and laughter punctuates each hour. We don't take ourselves too seriously. It's no surprise that the bustle of our space stimulates the creativity that drives what we do...



Client Services

Everything we do has the same core purpose: To deliver services that get our clients results, and to do it with passion and a ton of heart. Our methods are divvied up into these categories:



Paid Ads: The web is a crowded space. But the time and investments we pour into training set us apart. We learn from the best, so we can create the best. We're also not married to traditional ways of thinking about advertising budgets. If we work with a smaller client on a shoestring budget, we'll design the best strategy to make the most of their resources.

Social Content Management: We live outside of the box, and when it comes to the content we put out, we slay. We get to know the businesses we work with inside and out, so we can speak the voice of their brand from the heart. Through content, we create not only what sounds good—but what works.

Review Management: Putting a premium on human-to-human relationships sets us apart from other agencies. Nowhere is that clearer than our review management team. We help our clients mend their reputations by handling confrontation with their clients. Our clients are ah-mazing, so this doesn't happen often. But when it does, we're ready: Best of all, we use an automated tool to recruit more positive reviews and scope out potential negative ones before they come in.

Web Design: In 2022, we're way past the point of websites being a simple dumping ground for information. The websites we build serve as creative outlets to showcase the brands we work with. We don't just sling basic hours and prices onto a webpage. We seamlessly integrate language and visual elements to create an online experience that's nothing shy of purposeful.

Videography: Storytelling is at the forefront of our services. Through video, we create narratives that wring emotion out of our clients' viewers. Our video team expertly turns our clients' stories into true emotional experiences for the world to see.

Sales & Marketing

We mean it when we say we're dedicated to the grind:

Our team is proactive when it comes to finding new clients. We invest \$75-100K in marketing each year, with most of that budget going to online ads. When a new online lead comes through, our team is on it in no time. From there, we understand relationships: how to build them, how to keep them. We meet our clients face-to-face regardless of volume. We build real, human connection as the basis of everything we do. Because we wouldn't exist without our clients.

We're closing more than 80% of our leads. And while most of our marketing is proactive, we also benefit from a high number of happy clients, whose referrals naturally keep a segment of our sales flowing.

Financials

We've come a long way since making our first mil in 2020. We doubled our revenue last year to \$2M. This year, we're set to double-up once again, and pull in \$4M.

Community Involvement

Everyone—no matter their circumstances—should feel capable of chasing their dreams. That idea is what drives our community involvement. As a team, we try to give a hand up to the people in our community whose environment keeps them from believing in themselves. Our biggest passion is helping underprivileged youth and the homeless. We see them as people with huge possibility, just in unfortunate circumstances, so we strive to be the encouragement they need to gain the courage and confidence to turn the page.

As a team, we volunteer at various charities on the last Friday of each month. We mentor youth. We donate clothing to the homeless and help out with giving them haircuts. We believe feeling good is at the heart of doing good, and we're here to help jumpstart that process. We also donate a portion of each month's revenue to people and organizations who need it the most. Our team values the work they do, of course. But giving back has given us so much more. We've been able to bond and truly connect—with each other and with our community. We're constantly reminded to not take anything for granted, and to appreciate the opportunities that have come our way.



Founder Feeling

Through my career, I've seen the dark side of the advertising industry firsthand. I've witnessed and worked for companies who saw dollar signs instead of human beings, where clients were not much more than numbers.

My team and I are here to create change: Change in the way clients relate to advertising. Change in the meaning of value. Change in the way our people and our clients are treated. We change by creating, not duplicating.

We change by delivering results. We change by never taking more than we give.

We've carved out a space in this industry where people no longer have to be suspicious of advertising. Clients can rest easy, knowing that our team has their back. We've built a place where relationships—not sales—are the premium. We've also created a culture where our team can grow, fulfill their creative energy, and build financial freedom. A place where we have fun. A place where employees can feel safe. A place where they can give back to the community. **It's a place where everyone has the space to be awesome AF.**

Join me if you're ready to help drive that culture.

Stand tall for what
you believe in and
do good—lots of it.

Chiara Allen

