

THE IMPACT-DRIVEN

Marketing Strategy Playbook

Rethinking how purpose-driven brands
present, resonate, & expand impact.

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What's Broken about traditional marketing tactics for impact-driven brands?

- Short-term Hacks

The allure of brown-nosing, shortcuts, clickbait etc.—cheap & easy wins that ultimately hollow out brand identity

- Profit over People & Planet

Leading brands towards a misalignment between ethos & in-practice marketing strategy

- ROI or Overspend?

A claimed “ROI focus” that doesn’t account for long-term equity, brand loyalty, & impact

- Uneven Playing Field

Impact-driven brands are competing with businesses that operate on a “growth at all costs” model: cutting corners, underpaying, & overpromising



The Shift

WHY IMPACT-DRIVEN BRANDS NEED A NEW APPROACH

Playing the Long Game

Doing business with dedication to an ethos means you're playing the long game. It's in your best interest to make intentional, long-term marketing investments over quick, cheap, gimmicky tactics.

A New Generation of Consumers

Economic & environmental pressures are shifting the priorities of informed consumers. They'll continue to become more skeptical, conscious, and discerning as time goes on.

Different Goals, Different Strategy

Brands focused on impact will have different goals than those focused solely on profit margins—necessitating a more tailored & innovative marketing strategy.

The Solution?

A marketing strategy that balances revenue with resonance & impact.

The Strategy



Anchor in Purpose



Resonant Execution



Intentional Channels



Values-Aligned Audience



Metrics that Matter



TBL-Aligned Goals

Let's break it down step-by-step →



Anchor in Purpose

TRANSLATE YOUR INTERNAL VALUES INTO EXTERNAL MESSAGING

For impact-driven brands, purpose isn't just a feel-good mission statement, it's your positioning. Yet many ethical businesses try to blend in with industry norms, watering down what makes them different.

In a landscape where cutting corners helps others get ahead, your values become your edge.

The brands that stand out are the ones whose external presence fully reflects their internal compass. Getting clear on your purpose is the first step in building a brand identity that resonates, differentiates, and endures.



- **Reflection Question:** What assumptions might your current branding & messaging lead people to make—true or not?



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Values-Aligned Audience

KNOW YOUR AUDIENCE'S CORE VALUES & MEET THEM THERE

Most traditional marketing defines audiences by surface-level traits—age, income, lifestyle—but purpose-driven brands require deeper alignment. For a message to resonate, you need to speak to core beliefs, not just behaviors.

Your real audience is made up of people who care about the same things you do. They're already out there, looking for brands that mean something & fill a gap for them.

The key lies in boldly articulating who you are, so the right people can connect the dots between your offering & the values you share.



- **Reflection Question:** What beliefs or values unite the people most likely to champion your brand?



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Intentional Channels

DON'T SHOW UP EVERYWHERE—SHOW UP WHERE IT MATTERS.

In the rush to stay visible, many brands spread themselves thin, trying to maintain a presence on every channel just to keep up with conventional expectations. But for impact-driven brands, presence without purpose creates noise, not resonance.

When your message is mission-aligned, *where & how* you show up should be too.

Choosing the right channels isn't just about being everywhere your audience is. Assess where your values are most visible, where your message can land with depth, and where your efforts are most sustainable long-term.



- **Reflection Question:** Which channels are usurping resources without return? And where might untapped potential be waiting?





Resonant Execution

DELIVER TOUCHPOINTS THAT REINFORCE YOUR MISSION

Even purpose-led brands can fall into the trap of producing content out of obligation, checking boxes to stay “relevant” rather than building focused momentum. Without a clear narrative or conversion pathway, even values-based messaging can start to feel diluted.

Resonant execution is about marketing with intention by creating assets, content, and experiences that connect the dots between your message and what your audience truly cares about. *It's where vision becomes visible.*

Every touchpoint should feel like a cohesive extension of your brand's soul and serve a clear purpose in the consumer's journey.



Reflection Question: What's one messaging angle that's getting overused? What could you say (or show) instead?



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Metrics that Matter

ROI ALWAYS, BUT THERE'S MORE THAT MOVES THE NEEDLE

Traditional KPIs like impressions and clicks can show reach, but not resonance. They tell a key part of the story, but not the full value of trust built, behavior changed, or communities mobilized.

In addition to cost-per-click & conversion rates, consider integrating the following metrics into your marketing performance dashboard:

- **Brand Sentiment** – social listening, public & private reviews
- **Share of Voice** – earned media mentions, industry features
- **Community Engagement** – UGC participation, public forum or event activity, partner/collaborator advocacy

Tracking these kinds of indicators fuels smarter decisions and builds long-term credibility beyond just short-term wins.

- **Reflection Question:** What are you measuring that doesn't matter—and what matters that you're not measuring?





TBL-Aligned Goals

MAP YOUR MARKETING GOALS TO A TRIPLE BOTTOM LINE

The conventional approach to growth measures financials alone. But for purpose-led brands, success isn't singular.

The Triple Bottom Line (TBL) framework invites brands to evaluate success across three dimensions: people, planet, & profit.

When marketing return & impact is mapped to the TBL, you're marketing with integrity. You're holding yourself accountable as a steward of resources, technology, & your audience's trust.

To learn more about about the TBL framework, view the breakdown linked [HERE](#) c/o Investopedia.



- **Reflection Question:** Is your marketing strategy connected to impact outcomes? What are they, or what could they be?



The Impact-Driven Marketing Strategy

AT A GLANCE

 **Anchor in Purpose** - *Align your brand's external voice with its internal values.*

 **Values-Aligned Audience** - *Dig deeper to ID & understand your audience segments.*

 **Intentional Channels** - *Show up where your message resonates & sustains.*

 **Resonant Execution** - *Create, inform, & educate with purpose.*

 **Metrics that Matter** - *Measure what builds trust, not just what drives traffic.*

 **TBL-Aligned Goals** - *Define impact in terms of profit, people, and planet.*

Set Your Course

In consideration of the proposed impact-driven marketing framework, take a moment to evaluate:

Which pillar feels strongest in your strategy today?

Which one have you overlooked—but know matters?

Where could better alignment fuel enhanced results?



Take Action

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If something in this playbook felt like it was written with your brand in mind—that's no coincidence.

At Veritas Studio, we believe that a values-aligned marketing strategy isn't a liability—it's a competitive advantage. We help purpose-driven teams bring their brand into alignment with their mission, and turn that clarity into real-world momentum.

If you're navigating growth and want a strategic partner who gets the nuance of impact-driven marketing, we'd love to connect and see if there's a fit for us to work towards your goals in tandem.

Click or tap to schedule a

**FREE
DISCOVERY
CALL**

*Curious about what we offer ahead of your call?
See next page for a breakdown →*



STRATEGY & SUPPORT OFFERINGS

Foundations

One-time, high-impact strategy projects that give your brand a clear framework to move forward with confidence.

- **Brand Identity & Visual Design**
Build a distinct, values-aligned identity that stands out
- **Messaging & Positioning Strategy**
Clarify what you stand for, who you serve, and how to speak to that audience with purpose
- **Website Strategy & Design**
Design a digital presence that reflects your mission and converts the right people
- **Campaign Strategy Development**
Plan intentionally-selected, multi-channel campaigns that advance your mission and engage meaningfully

Momentum

Ongoing support that puts strategy into motion - flexible retainers or monthly packages tailored to your priorities.

- **Website Management**
Keep your site dynamic, discoverable, and conversion-optimized
- **Email Marketing & CRM Campaigns**
Creation of newsletters, automations, onboarding flows, & segmentations that move your audience to action
- **Social Media Stewardship**
Keep your brand active and authentic across the right platforms
- **Integrated Campaign Execution**
Bring strategic campaigns to life with consistency across all channels



All Momentum services include the Analytics & Insights package with regular strategy calls, KPI tracking, and a dashboard customized for your services & metrics.