

2024

IMPACT REPORT



WHAT'S INSIDE

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INTRODUCTION

Transparency is at the heart of Colibri Digital Marketing's identity as a certified B Corp. Every year, we publish our impact report to connect with our community—our team, clients, followers, and the general public—sharing our journey and our commitment to ethical, mission-driven marketing. This year, we have much to celebrate.

2024 has been a year of remarkable improvement and prosperity for Colibri. It has been the year for us to shine and grow with our team and clients. Our dedication to our values, community, and each other has led us to new heights, turning opportunities into successes and challenges into milestones. This report is a testament to our unwavering commitment to making a meaningful impact.

In the pages ahead, you'll find stories of our wins, the innovations that set us apart, and the dedication that fuels our mission. We are proud to share our journey with you as we continue learning, growing, and improving.

With gratitude and always aiming to get better,

#TeamColibri

ABOUT COLIBRI DIGITAL MARKETING

Colibri Digital Marketing collaborates with a carefully chosen circle of like-minded clients to create practical, actionable digital marketing plans. It uses analytics to understand what's creating success and supports pivots as necessary during turbulent times.

As a full-service digital agency, Colibri Digital Marketing's specialists implement industry best practices and the latest marketing technologies to build brands, expand reach, and drive leads and conversions in English and Spanish!

In business since 2012, first certified as a B Corp in 2016, and a California Benefit Corporation since 2021, Colibri Digital Marketing is San Francisco's first and only bilingual, full-service B Corp-certified digital marketing agency. We are also woman-owned and LGBTBE-certified through the NGLCC.

Marketing stimulates consumerism by its nature. Therefore, Colibri Digital Marketing seeks to set values—and ethics-based industry standards that motivate clients and colleagues to use their power as business owners, brands, and influencers to create a socially and environmentally sustainable present and future. We aim to educate, empower, and inspire every individual and business we touch.

Our services include:

- Branding
- Marketing plans
- Websites
- Search Engine Optimization (SEO)
- Social media marketing
- Advertising
- Email marketing
- Content marketing
- Analytics
- Training
- Translation and transcreation (ENG-SPA)



COLIBRI PROFILE Salomon Vizcarra

"Interning with Colibri has been a great experience for me. The staff is helpful, responsive, and professional. The best part of working with them, besides having the opportunity to learn from experts in the field, was in the process of my work, they reviewed and gave helpful feedback with clear directions. I'd recommend anyone looking to intern with a great company to work for Colibri".

ABOUT COLIBRI DIGITAL MARKETING

Our clients range from socially conscious startups and nonprofits to e-commerce and home services businesses looking to build their companies through digital marketing transformation. In 2024, we kept cultivating nonprofits, B Corps, and mission-aligned businesses that want to leave a mark in their industries.

We use a collaborative approach to partner with people and organizations that need support crossing the digital divide.

B CORP CERTIFICATION

Last year, we got our 2nd recertification! Being part of such a wonderful and supportive community is an honor. Get all the details about our certification by clicking the image below:



2024 HIGHLIGHTS

- **We hosted five interns who were ready to learn more about digital marketing!** Everyone has the right to educate and empower themselves to use technology and digital marketing to their advantage. Our Colibri Institute focuses on educating everyone and anyone who wants to learn more about marketing for good and improve their skills.
- **We have maintained our commitment to 100% accessible worldwide web services.** To further this goal, we have partnered with accessiBe. If you agree, use our [partner link](#) to make your website accessible.
- **We provided \$2,000 of pro bono services,** giving back to our community in a big way and supporting global causes.

GOVERNANCE

Since 2012, we have grown from a freelance-style marketing consultancy to, in 2016, a B Corp-certified remote, full-service digital marketing agency. In 2021, Colibri Digital Marketing moved to become a California Benefit Corporation, and in 2023, we got our 2nd B Corp recertification. #TeamColibri To learn more about our powerful team, [click here](#).

#TeamColibri

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Our fantastic team members:

- Anna Colibri, Founder (LGBTQ)
- Alessandra Illarramendi, CEO (Latina)
- Maria Andreina Pérez, COO (Latina)
- Andreina Villegas, CMO (Latina)
- Diego Cirigliano, Art Director (Latino and LGBTQ)
- Simón Keller, Analytics Director (Latino)
- Laura Soler, Digital Marketing Manager (Latina)
- Alessandra López, Ads Specialist (Latina)
- Jose Ignacio Plessman, Social Media Director (Latino and LGBTQ)
- Alan Cofrades, Junior Web Developer (Latino)
- Verónica Lima, Digital Marketing Strategist (Latina)
- Daniela Pérez, Social Media Manager (Latina)

We partnered with:

- Unity Web Agency (LGBT woman-owned, B Corp-certified)
- Mariah Nichols (Woman-owned)
- Open Lines (Women-owned, B Corp-certified)
- Laura Thompson (Woman-owned, small business)
- Rising Tide Studios (Small business)
- Cultivating Capital (Woman-owned)
- AccessiBe, an AI-powered accessibility app to help achieve the goal of 100% accessible websites. [Learn more](#) about how making your website accessible benefits your business.
- Envato, a B Corp-certified design resources community and bank.
- Beneficial State Bank, a B Corp financial institution.

COMMUNITY

We do pro bono work yearly, give to charities, and develop talent. Keep reading to learn about our 2024 community work.

Charitable Giving/Political Contributions

- WeTheChange: \$250.00

Volunteer /Education Projects

Colibri Digital Marketing believes in lifelong learning, teaching, and learning from others. Through “Colibris in Action,” we believe everyone has a voice to share something we can all benefit from. It’s fun to learn together.

COMMUNITY

In 2024, we:

- Volunteered at [Menlo College](#) for Mock Interview Day. Each year, employers from around the Bay Area sign up to help Menlo undergraduates practice their interviewing skills in anticipation of their upcoming summer internship search. Our team took the time to meet young professionals, interview them, and give them feedback in preparation for future interviews in their professional fields.
- Part of our team volunteered at [E-VEN](#), a Venezuelan project dedicated to providing English classes to remote communities.
- Provided a flexible work structure for #TeamColibri members to complete their education while working.
- Provided reimbursement for education so our team members could keep learning and growing.

COLIBRI INSTITUTE

We are proud of Colibri Institute, which offers people from all over the world the opportunity to gain hands-on experience with digital marketing. We love getting to know new people and watching them flourish.

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WHITE

Calling all mission-aligned digital marketing interns! We constantly seek new talent and have an official program to support you. If you are interested in an internship, contact andreina@colibridigitalmarketing.com. Join our charm!

ENVIRONMENT

In 2024, we:

- Purchased 100% renewable energy through the city of Oakland's partnership with PG&E.
- Used green servers to power our website and client websites.
- Used a solar panel to charge a backup battery as part of our "move towards solar powering" business.
- Used hydroelectric energy in Venezuela to power our work.

CLIENTS

In 2024:

- 60% of our clients were local 🌟
- 30% of our clients were woman-owned or woman-led
- 20% of our clients were B Corp certified
- 35% were mission-aligned or nonprofit organizations
- 25% were minority-owned.

🌟 Our company is registered in California, United States, and part of our operations are in Venezuela. In this case, local means our clients were mainly from the Bay Area, where our company is based.

GOALS FOR 2025

"A year from now you may wish you had started today." — Karen Lamb

For 2025, here's what we've got in the works:

Workers

We are proud of our team members' commitment, values, and hard work, who continue to make Colibri outstanding.

In 2025, we aim to give back to our team members as much as they gave us.

Goals:

- Continue to provide opportunities to workers in Venezuela and other high-risk, low-opportunity communities and countries.
- Start a Wellness Program to refund fitness and mental health activities to our team members.
- We encourage our team members to use our education program to stay up-to-date in their areas of expertise.

GOALS FOR 2025

Community & Giving Back

In 2024, we provided partial pro bono work to some non-profit organizations in our local community.

Our team members also volunteered at NGOs in Venezuela (E-VEN) to give back to the community where our operations are managed.

Goals:

- Continue to provide educational opportunities to students and those experiencing career transitions through our Colibri Institute.
 - Continue to provide pro bono and other online educational experiences to mission-aligned partners.
 - Expand our donations and volunteer opportunities in different NGOs dedicated to education and vulnerable communities.
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Environment

We are a relatively low carbon footprint organization but can continually improve.

Goals:

- Continue to purchase carbon offsets.
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Clients

We love working locally with women and minority business owners, the LGBTQ+ community, and mission-aligned businesses.

Goals:

- Cultivate women, minorities, LGBTQ+ business owners.
 - Work with NGOs and mission-aligned businesses.
 - Increase our pro-bono work with mission-aligned businesses and nonprofits.
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#LEADWITHLOVE

The most important thing we did (as usual) in 2024 was [#LeadWithLove](#). You can read about what leading with love means to [#TeamColibri](#) [here](#).

We wish you peace, prosperity, and good health in the coming year.

All the best,
Anna, Alessandra, Andreina, Maria and
[#TeamColibri](#)