

Hi!

We're Good Help, Co:
a digital strategy agency
that helps brands grow.

**GOOD
HELP** CO

We started with
a simple goal:
do good work
for brands that
inspire us.



Good Help, Co. was founded in 2017 by Jenny McCoy. After a decade in full-time digital strategy leadership roles at companies including IFC and MTV, Jenny started Good Help, Co. with one goal: do good work for brands that are doing good work.



We think the
way we work says
a lot about us.

Transparency (Above All)

We know digital marketing, but you know your brand better than anyone. We value the intel you bring to the table as we work together to grow your brand.

(Business) Results First

Our strategy recommendations and activations take place on digital platforms, but we measure our results against your brand's main scoreboard, regardless of the platforms we activate on.

Refined Expertise

We know what we know. We only pitch the projects we know we can advise on better than anyone.



Our core services
give brands quick
insights and a clear
path forward.

Competitor Audit



Let's take a look around.

Our Competitor Audits use a blended approach of quantitative and qualitative analysis to surface opportunities across active and emerging digital platforms.

Performance Audit



Let's dive in.

Our Performance Audits unpack performance insights spanning platforms, audiences and creative.

Strategy Sprint



Let's find the answer.

Our 1-3 month Strategy Sprints help brands pivot, launch or grow quickly and confidently.

Training & Education



Let's build your in-house digital marketing capabilities.

Our Training & Education services empower brands to take ownership of their digital strategy activations.

Competitor Audit



Our Approach

We identify winning lanes on priority platforms by completing a quantitative and qualitative analysis of your brand's social landscape.

Quantitative + Qualitative Analysis

Direct Competitors

1

2

3

+

Aspirational Brands

1

2

3

Timing

2-3 weeks, depending on the number of platforms and competitors analyzed



Strategy Sprint

Our Approach

Let's explore opportunities and solve problems, quickly.

Tell us what you're looking to solve and we'll get you the right answer and a clear, actionable plan. Many brands pair our Strategy Sprint and Team Training & Education services so their team can continue running the activation after the sprint ends.

Timing

1-3 months is our sweet spot

Training & Education



Our Approach

No jargon, no ego. Our Training & Education services have one goal: to empower you to take more ownership of your brand's digital marketing activations.

Want to see our work in action? You can preview our online course, Social Ad Strategy 101, here: GoodHelp.co

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Course Curriculum

Social Advertising
Strategy 101

Timing

2-3 weeks for a one-time session, **4-6 weeks** for a one-time session and ongoing support

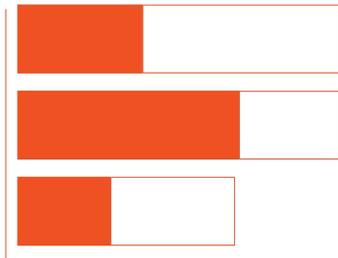
Performance Audit



Our Approach

We start each Performance Audit with one question: what's the most important business goal you can impact with your digital marketing efforts? Then, we dive in — unpacking platform performance insights, audience demographic insights and post format/creative insights.

The result? A thorough analysis of your work to date and a clear list of actions your brand can take to improve your digital strategy activations.



Timing

2-3 weeks, depending on the number of platforms and date range of data analysis

Thank you!

Let's do some good
work together.

Send a note to jenny@goodhelp.co to kick things off!