



CONSULTING SERVICES



Digital done properly

DIGITAL DONE PROPERLY

EXPERTISE TO GUIDE YOUR GOALS

Think of us as your digital sherpas

When you work with Rain, you are tapping into senior-level digital expertise, and that's just the start. Our process is founded on true collaboration - we are here to listen, to ask questions and ultimately, to figure out the concrete steps you need to take to meet your digital objectives.

Our work consistently outperforms industry benchmarks. We achieve this success through expertise, but also because we genuinely care. At Rain, we view ourselves as an extension of your team and we hold ourselves accountable to deliver on our promises.

Through our consulting services, we will work together to define and achieve your goals. Our unique approach will strengthen your digital efforts, ultimately allowing you to do more in less time, while building and strengthening skills needed to attain long-term success.



RAIN'S CONSULTING SERVICES

Growing your digital future, together

As consultants, we can work with you on a specific project or on an ongoing basis (e.g. monthly or quarterly reviews) to offer strategic advice, identify where or when to pivot, and to build specific campaigns to achieve seasonal or time-sensitive goals.

In this presentation, we will take you through four key services we offer:

1. **Audits** of your digital properties with an action plan organized by priority issues and findings
2. **Workshops & Training** sessions to get your team on the same page and drive innovation
3. **Strategic Plans** with comprehensive documentation that define clear goals, KPIs and scorecards for measurement
4. **Paid Campaign Management** including strategy and design to achieve your goals



SERVICES OVERVIEW

AUDITS

A thorough assessment of performance in areas such as:

- Accessibility (AODA)
- Search Engine Optimization (SEO)
- Content
- Social media
- Search Engine Marketing (SEM) / paid campaigns
- User experience and user interface design UX/UI

WORKSHOPS

We'll work with your team in customized workshops using tools such as:

- Discovery sessions, including wall planning (virtual)
- Start / Stop / Continue
- SWOT analysis
- Surveys and questionnaires
- Persona mapping
- Hands-on training

STRATEGY

A comprehensive plan that outlines:

- Key actions to take, such as tactics for acquisition and retention or loyalty
- Specific KPIs and benchmarks with dashboards and scorecards to measure
- Recommendations and insights for all digital touch points

PAID CAMPAIGNS

Strategic consultation and management of paid campaigns including:

- SEO & SEM alignment
- Social media campaigns
- Google Ads & Shopping
- Ongoing optimization and analysis
- Creative design and management
- Reporting and dashboards

1. AUDITS



AUDITS DRIVE ACTION

We start by diving into data to surface the actionable insights you need

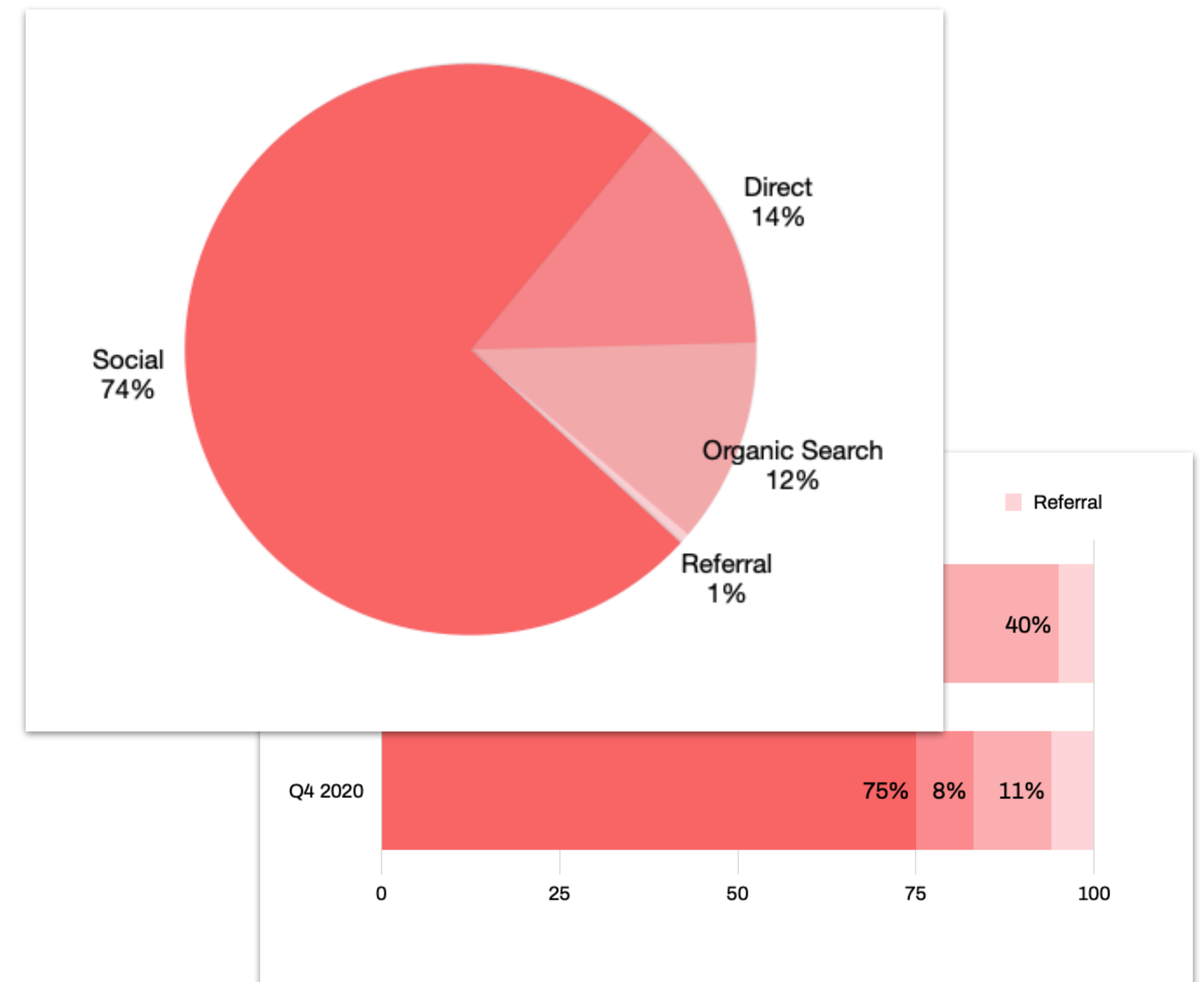
When to do an audit:

When you need to understand what's working (and what isn't) and what to do about it.

Audits are the perfect place to begin your journey toward a clearer path forward. Arming yourself with the data you need to guide decisions will save time and help put emphasis on the right goals.

Rain can audit any aspect of your digital presence and will provide you with an itemized and prioritized report.

In the next slide, we'll take a look at what we we can assess as part of the audit process.



TYPES OF AUDITS

Your audit will include a report based on our expert review of any or all of these key areas

Analytics

Assessing standouts and outliers of KPIs such as traffic, conversion, etc.

User Experience

Persona-based testing and journey mapping to identify strengths and opportunities

Industry Benchmarks

Comparing your KPIs against industry benchmarks and best practices

Content

Data-driven evaluation of what content is performing well vs. areas for improvement

SEO

Assessing search engine performance and how to improve your rankings

Accessibility & AODA

Ensuring adherence to accessibility guidelines and standards such as AODA

2. WORKSHOPS AND TRAINING

DISCOVER YOUR DIFFERENCE

Rain will lead you in a custom workshop experience to unearth areas of opportunity

When to run a workshop:

When you need to align your team on common goals and objectives.

Rain has a unique strength in leading workshop and training sessions because we value listening, learning and championing our partners. Bringing this spirit to your workshop, we will work to transform your goals from ideas into actions.

Whether you want to bring your team together, brainstorm on new initiatives or refresh your approach to digital, Rain will lead your custom workshop and provide a report with actionable outcomes and priorities.

Popular examples of what we can work on during a workshop are outlined on the following slide.

The screenshot displays a workshop interface. At the top, a 'Team Check-in' section asks 'How are you feeling?' and includes three numbered steps: 1. Click the More tab in the editor side panel. 2. Select the Emoji or GIPHY app. 3. Browse and click the Emoji or GIF you want to use. Below this, a red callout box says 'Choose an Emoji, GIF, or image from a mood meter that best represents how you feel'. The main area is titled 'ACTION ITEMS' and contains two numbered instructions: 1. Write action items in the boxes. 2. Drag your photo under the action item you want to own. Below the instructions is a grid of 10 circular profile photos. To the right, there are four 'Action' cards, each with a search icon and a text box labeled 'Type your thought here.' Action 1 has one photo, Action 2 has two photos, Action 3 has two photos, and Action 4 has one photo.

TYPES OF WORKSHOPS

Rain's custom workshops will identify strategic differentiators based on your goals

Brand

Align brand guidelines specifically for digital and social media channels and applications

Persona Mapping

Identify your key audiences and how to acquire and retain based on personas

Content

Assess what's working, what isn't and develop the right cadence and content structure to make an impact

Social Media

Set social KPIs, learn about content standards and benchmarking

Growth & Vision

Structure and outline your digital goals by inspiring and uniting your team in this vision

Ecommerce

Align on goals and establish a roadmap to increase online sales

3. STRATEGY



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IT ALL STARTS HERE

Leverage the Rain expertise to create a digital strategy destined for success

When to develop a strategy:

You know where you want to go, but you need a concrete plan to get there.

Rain will translate your goals into a straightforward, easy-to-follow strategy that will empower your team. From digital content to social media to brand, we will work with your team to ensure that every action levels up to your organization's goals.

Together we will establish what success looks like, and create a custom scorecard to measure it. We will help to align your team on goals, best practices for each platform, and training as needed.



STRATEGY ELEMENTS

Start with strategy and define what success looks like for every digital touchpoint

Brand

Establish what goals you're measuring against to ensure a strong digital brand presence

Website

Along with KPIs, determine how your website will push your digital strategy to succeed

Email

Translate acquisition and retention goals into an email marketing calendar that works

Social Media

Deliver ROI and ensure social content is levelling up to your organizational goals

Analytics

Know what to measure and how with Rain's unique scorecards and dashboards

Experience

Design a user experience that works now and establish where you want to take it in the future

4. PAID CAMPAIGNS

CAMPAIGNS THAT DRIVE RESULTS

A crafted approach you can count on to exceed expectations

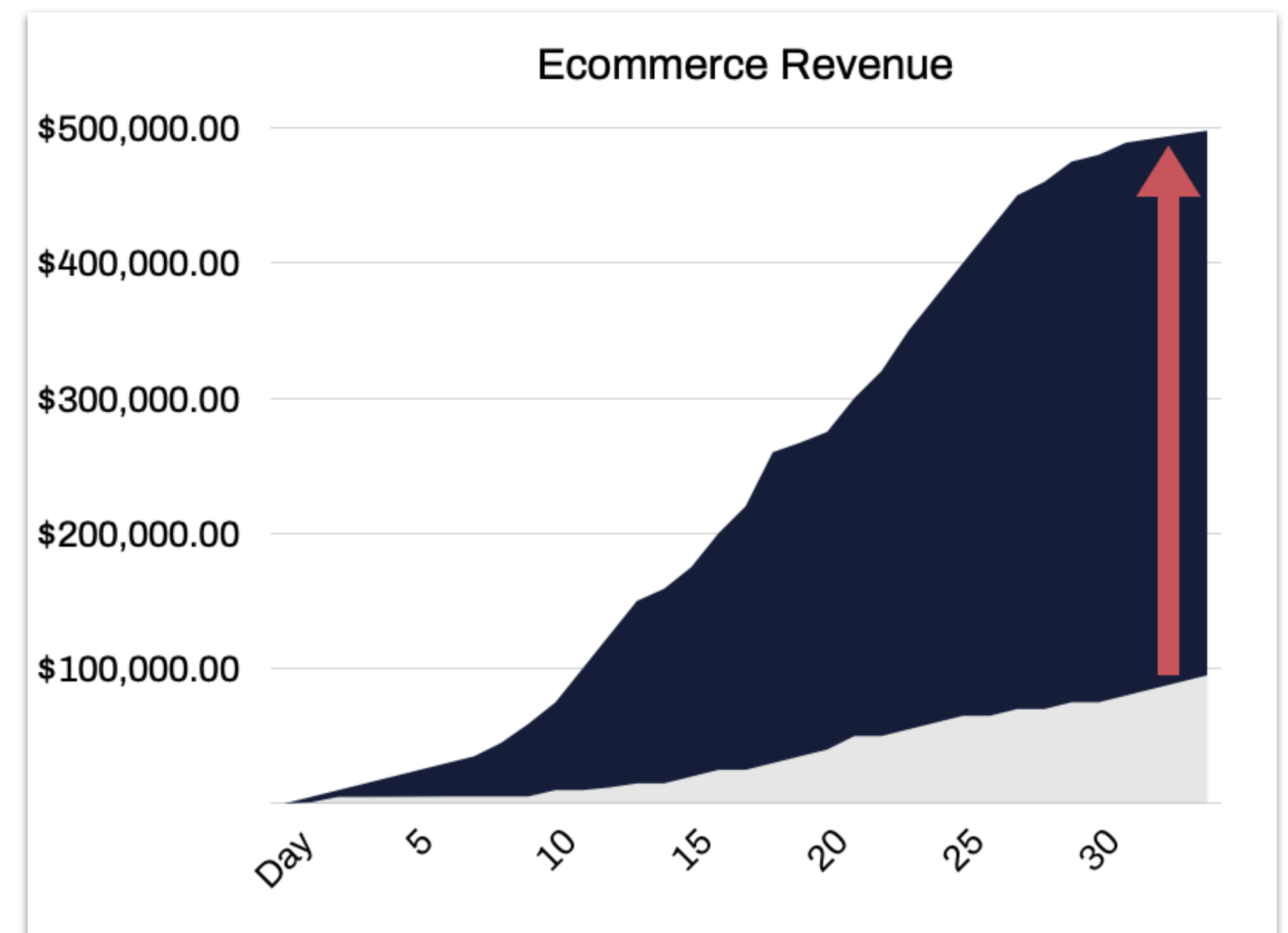
When to run a paid campaign:

When you need to reach a broader audience and achieve the highest ROI.

We will partner with you to understand your objectives and goals and make specific campaign recommendations.

To maximize your investment, we design digital campaigns to fit the platforms that will resonate best with your target audience.

We'll monitor the campaign performance and reallocate your budget and adjust your campaign content to ensure the maximum impact.



OUR APPROACH TO CAMPAIGNS

We analyze, optimize and pivot when needed to deliver the greatest ROI

Target

We'll use demographic and interest-based targeting to build the right audience

Engage

Your campaign will be designed to measure your target audience's interest through engagement

Grow

We will grow your target audience's awareness of your brand and goals

Measure

Your campaigns will be set up for attribution to determine return on ad spend (ROAS) effectively

Analyze

Campaigns are closely monitored for performance and impact

Optimize

Based on analysis, campaigns will be adjusted as needed to achieve goals

COMPANY PROFILE



MEET RAIN DIGITAL

Our agency and experience

Rain is a boutique agency based in Hamilton, Ontario, with team members in Toronto, Chicago, London and Bucharest. We work with smart clients who are ready to do digital properly. Our services include:

Digital strategy development

Web design and development

Interactive software application development

User experience strategy and design

Video, 3D modelling, VFX and custom animation

Social media strategy and execution

Graphic design and identity development

Search engine optimization

Paid search, display and retargeting campaigns

Content strategy and execution

Email marketing automation

AODA audits and consulting



WHY RAIN?

The things that make us an incredible digital agency to work with

Beautiful design and best of breed development practices — At Rain, digital is all we do. We are masters at developing responsive web experiences that are accessible across devices and levels of technical comfort. Our design is purposeful and our development practices are always focused on how the end user will experience the final product. We develop in a way that allows our projects to scale and improve long after we've handed the reins over to our clients.

We are ridiculously smart, and we play well with others — The skills and talent that reside within our team is senior-level and some of the best in the business. Collectively, we have worked on large projects and multi-disciplinary teams across the globe and with clients who insist on the highest standard of excellence. We insist on the same.

We are agile — Having a plan is important, but we don't believe that you can know everything before a project begins. Some of the best ideas emerge as the project evolves, and we work in a way that allows us to run with these ideas and adapt our approach to accommodate them. Change is inevitable, and we run our projects to embrace this.

We care about doing really good work — Because we are small and agile, we only work on a handful of projects that our team can believe in deeply. We immerse ourselves in the work, becoming team members for our clients, and we take on the challenges, constraints and opportunities as our own.

YOUR PROJECT TEAM

The multi-disciplinary digital expertise behind the project



HEATHER BUTTRUM

President



LYRA PAPPIN

Director of Content and Social Strategy



PRESTON CIERE

Senior Strategist and Technical Lead



ALIN DANILA

UX Expert and Web Developer



COURTENAY CALDWELL

Director of Client Experience and Projects



KYLE RUMBLE

Developer and Technical Consultant



RADU NEGRU

UI Expert and Senior Designer



RUDOLF IOSA

Project Manager and Analytics



GEORGIAN COCORA

Web Developer

SELECTED CLIENTS



THANK YOU



Let's do digital properly, together

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