

## 1. Working Together

At MC Digital Strategy, we approach every project as a partnership. That means clear communication, shared timelines, and thoughtful collaboration at every step. We stay focused on your goals while guiding the process with structure, clarity, and care. You can expect proactive updates, honest feedback, and a system designed to move your mission forward.

## 2. Project Management & Communications

- Main Contact: [connect@mcdigitalstrategy.com](mailto:connect@mcdigitalstrategy.com)
- Project Tracking: Trello (tasks, milestones, feedback)
- Slack or Google Chat: Available for large internal teams by request
- Urgent Needs: Text or call 541-348-3849 to schedule response

*Standard Response Time: 24–48 business hours*

### File Sharing and Deliverables



- All project files, deliverables, and shared assets will be stored in **Dropbox**.
- All feedback uploads, asset sharing, and final deliveries will move through this folder.

### Client Responsibilities

- Provide timely feedback at review points
- Upload required brand assets and approvals
- Communicate scheduling goals or shifts early
- Centralize feedback when possible

## 3. The MC Process at a Glance

Every project follows a research-first, audience-centered model

**Listen → Plan → Map → Launch → Grow**

### Listen

Understand goals, audiences, and communications gaps

### Plan

Build a system-first strategy across media, brand, and platforms

### Map

Align deliverables into a clear communications architecture

### Launch

Execute across digital channels for strategic reach

### Grow

Measure, adjust, and optimize for long-term impact

## 4. After Launch

Upon final delivery

- Final assets are packaged via Dropbox
- Ownership of platforms is transferred (if applicable)
- A post-launch evaluation window is scheduled
- Your project board (Trello) is archived for final record
- You will be invited to complete a brief client feedback survey (optional).

Ongoing advisory support is available for growth-stage communications needs.

## 5. MC's Core Solutions

These services are available if your project evolves or requires additional strategy beyond the original scope.

### Media Strategy

Audience research, platform planning, narrative development, strategic messaging systems.

### Brand Development

Logo design, brand messaging frameworks, style guides, visual identity systems.

### Website Development

User-centered UX design, CMS integration, responsive architecture, SEO alignment.

### Content

Custom illustrations, social media graphics, posters, print materials, and presentation design.

## Our Promise

We build strategic communications systems that align your message, clarify your presence, and strengthen how you show up across digital platforms. Our work is designed to support long-term clarity, connection, and growth.

### Consulting & Training

Strategic advisory support, internal team communications training, communications system audits.

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**We're looking forward to building with you.**