

# BRANDVERGE CONNECTS DOIT FOR LOCALS WITH PUBLISHERS, BUILDING A STRONG PRESENCE FOR A GOOD CAUSE

## Challenge

NoLie Communications is a digital strategy agency that focuses on driving digital growth. The boutique agency handles everything from website presence, to email marketing, social media and media buying. As the COVID-19 pandemic hit the country, NoLie's founder, Livia Pinzari, wanted to do something to help the local businesses she saw affected in her homebase of Brooklyn, NY. In partnership with Michael Provenzano, CEO of Vistar Media, DoltForLocals is an initiative founded to help local businesses achieve an online presence at a time when foot traffic is significantly limited. Local businesses can visit the DoltForLocals website and fill out a form with their business's information.

DoltForLocals then takes the brief, creates campaigns and runs geo-targeted ads around the business's location with a specific call-to-action to help each local business. For this initiative, DoltForLocals was challenged with finding publishers who are genuinely interested in the pro bono work DoltForLocals is doing and finding the right connections to kick off the nonprofit.

**"I was thinking of how I could help the shop owner we always get our favorite sandwich from on Sundays. I literally wanted to tell him (and other local business owners) 'I'll help you get online.'"**

- Livia Pinzari, founder NoLie Communications & DoltForLocals

NoLie

#DoltForLocals

## Solution

BrandVerge kick-started numerous connections between NoLie Communications and various publishers that has led to the growth of Do It For Locals, helping to increase awareness for the small businesses and drive media impressions for the DoltForLocals initiative. BrandVerge enabled DoltForLocals to efficiently reach partners who are genuinely committed to helping local businesses and getting involved. BrandVerge became an essential platform in the expansion of NoLie's managed brands' digital strategy.

**“ [With BrandVerge] you're able to browse, inform yourself, find all the different media options that are available and what you can get for it, transparently.**

**I think that's amazing.** ”

- Livia Pinzari, NoLie Communications & DoltForLocals

# BRANDVERGE

CASE STUDY | 2018

## Results

DoltForLocals found partnerships through the marketplace and was extremely happy with the results. Since joining the BrandVerge marketplace, DoltForLocals has closed deals with several publishers that have raised awareness amongst local businesses that can join DoltForLocals's platform, as well as drive awareness of the initiative among a large number of consumers. Publishers have launched social media programs for DoltForLocals across Instagram and Facebook, as well as included the initiative in email marketing campaigns across their valuable user bases. DoltForLocals has built an online presence for small businesses and created a presence for itself amongst publishers entirely through its use of BrandVerge, gaining support from the industry and local communities.

“ It takes time to build a network and relationships, especially if that is not your core business. You could lose a lot of time before you even know if it was worth your efforts. I think that BrandVerge is a great platform that can democratize the access to premium publisher inventory for everyone. ”

- Livia Pinzari, NoLie Communications & DoltForLocals

## THE RESULTS



One email sponsorship earned 1 million impressions and donations towards the DoltForLocals initiative.



Local businesses created digital footprints with the help of DoltForLocals.



Followers reached on various partners' social channels.

