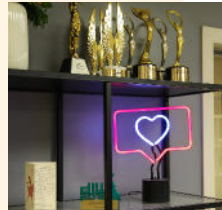


FIRST ASCENT

Capabilities Presentation



“

A **First Ascent** is the first time a climbing route is successfully executed. It entails genuine exploration, with greater risks, challenges, and recognition than climbing a route pioneered by others.



**DO SOMETHING
GREAT AND TELL
PEOPLE ABOUT IT.**

That's our secret to success. It's the reason we do the work we do. We believe in working with people who are doing great things and sharing their stories.

Our Team Leads

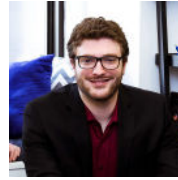
Moving Forward Together

We are a **20-person, award-winning digital marketing agency** headquartered in Wilmington, DE

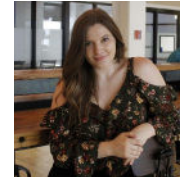
Every organization is unique. There is no one-size-fits-all solution. **We will take the necessary time to learn and understand your organization** in order to truly become a partner.

We never take shortcuts. From the initial conversation to a fully delivered campaign, we aim to collaborate and we value your input every step of the way.

Our team spans the globe. We come with quite a few personalities and special talents, but in the end, **we're all invested in the climb.**



John Himics
President



Megan Bolton
Project Manager
and Strategist



Paige Lippmann
Project Coordinator



Sean Clendening
Lead Developer



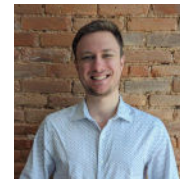
Bruna Viana
Design & Marketing
Coordinator



Kelli Reardon
Lead Graphic
Designer



Nicole Hallberg
Digital Marketing
Manager



Nick DiNunzio
Project Coordinator



Brigette Lusing-Parcia
Project Assistant

OUR CAPABILITIES

Digital Marketing

- Strategic Campaign Building and Implementation
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Management
- Social Media Marketing
- Email Marketing
- Executive LinkedIn Management

Communication Strategy

- In-depth Discovery Process
- Market Research
- Target Audience Surveys
- Positioning Assessment and Adjustment
- Messaging Assessment and Adjustment
- SWOT and PEST Analysis

Identity Design

- Design / Ecosystem Research
- Target Audience Surveys
- Positioning Assessment and Adjustment
- Logo Design
- Brand Guidelines
- Brand Assets and Collateral
- Voice and Tone
- Photography Guidance

OUR CAPABILITIES *(continued)*

Content Development

- Information Architecture
- User Flows and Journey Assessment
- User Experience Research
- Worldbuilding
- Copywriting

Web Development

- Website Strategy
- Website Information Architecture
- Website Wireframes
- Website Design
- Website Development
- Landing Page Development
- Digital Content Curation

Web Design

Graphic Design

Photography

Video Marketing Strategy & Coordination

We partner with businesses and nonprofit organizations, moving the needle on design and digital marketing.

Take a look at what we can do for you →

We've partnered with **over 100 businesses and nonprofit organizations** on digital marketing, design, and web development projects that truly move the needle.

In addition to the clients listed below we actively manage 80+ websites and brands, and have even more satisfied clients.

Our Clients



Our Awards



STAYING ORGANIZED

Needs Image	Needs Copy	Needs Image	Needs Copy	Needs Image	Needs Copy
4 Anne Jung Condon - Women's History Month	88 Wilmington has a book record of producing strong women. They were submitting Anne Jung Condon as the woman in 1914. From an 1914 photo now one of the first women to work...	Today were celebrating Anne Jung Condon. We will feature her and the way for women in STEM. She was the first woman to work in her field...		3/1/2021	Facebook Twitter Instagram
5 Marlene Wilkins - Slavic Women's History Month	90 Today we're celebrating Marlene Wilkins Slavic, a prominent activist and suffragette born in 1873. She not only fought equally in 1914 but by supporting the "Red" and founding a community center for African American children in...	Today we're celebrating Marlene Wilkins Slavic, a prominent activist and suffragette born in 1873. She not only fought equally in 1914 but by supporting the "Red" and founding a community center for African American children in...		3/1/2021	Facebook Twitter Instagram
6 Women's History Month - Lisa Blum the maker	94 Female Dehydrators are making history everyday - just now we look at the first dehydrator after the state's first female fire chief Congresswoman representation in 2015, from the election, she has championed social access to...	Female Dehydrators are making history everyday - just now we look at the first dehydrator after the state's first female fire chief Congresswoman representation in 2015, from the election, she has championed social access to...		3/1/2021	Facebook Twitter Instagram
7 Benefits of a Infrared system for your child	92 Here at Next Fab, we use a Infrared 3000 system. This allows us to better process custom, custom-fit items, learning and interfaces, and offer more individualized instruction...	Here at Next Fab, we use a Infrared 3000 system. This allows us to better process custom, custom-fit items, learning and interfaces, and offer more individualized instruction...		3/1/2021	Facebook Twitter Instagram
8 #FTF To The Win 2019	99 This week for our 2019 Great Oaks Show, the 100th anniversary of the 19th-century musical, D'Neen's 25th anniversary, keep an eye out for auction information for a... We are so excited to see your talent hit the stage this year.	This week for our 2019 Great Oaks Show, the 100th anniversary of the 19th-century musical, D'Neen's 25th anniversary, keep an eye out for auction information for a... We are so excited to see your talent hit the stage this year.		3/1/2021	Facebook Twitter Instagram

Headline	Status	Location	Author	Images	Review Link	AK Notes
44 The Importance of Branding	Needs Writing	NextFab Blog	Jan - Sid			https://www.blender.org/20...
45 What to/Benefits of a Makerspace?	Needs Editing	NextFab Blog	Chuck - J		https://docs.google.com/d...	https://www.blender.org/20...
46 What to Do in The First 6 Months of Developing A Hard...	Planning/Researching	Product Development Blog	Bon the			
47 The Five Stages of Prototyping	Needs Editing	Product Development Blog	Bon the		https://docs.google.com/d...	
48 In the Studio: Member Features	Planning/Researching	NextFab Blog	James - J			A look at the inside of our...
49 The NextFab Holiday Gift Guide	Published	NextFab Blog	James - J		https://docs.google.com/d...	In November we'll be launc...
50 The Importance of an Artist Community	Needs Writing	NextFab Blog				
51 Judge Theory in Design: What is It and Why is it Good I...	Needs Editing	Product Development Blog	Bon the		https://docs.google.com/d...	
52 Financial Planning for the Holidays	Published	NextFab Blog	James - J		https://docs.google.com/d...	Part one of three of our ho...
53 How to Sell Without Craft Fairs and Markets	Published	NextFab Blog	James - J		https://docs.google.com/d...	Part two of our three part h...
54 The Secret to Holiday Promotions and Small Business Sa...	Published	NextFab Blog	James - J		https://docs.google.com/d...	The third and final part of...
55 Monthly Maker - Lisa Huntington	Published	NextFab Blog	James - J		https://docs.google.com/d...	
56 How to Become a NextFab Member	Planning/Researching	NextFab Blog	James - J			Can be self-serving
57 10 Things You Can Do With Leather-working/upholtery	Needs Writing	NextFab Blog	Jan - Sid			1. 10 Things You Can D...
58 The Benefits Of Laser Machines	Needs Writing	NextFab Blog	James - J			1. The Benefits Of Laser ...
59 How to Make Your Production As Green As Possible	Needs Writing	NextFab Blog	James - J			1. How to Make Your Pr...
60 Why You Should Tell Your Personal Story When Selling A...	Needs Writing	NextFab Blog	Jan - Sid			1. Why You Should Tell ...
61 A Beginner's Guide to Small Business Newsletters	Needs Writing	NextFab Blog	Jan - Sid			1. A Beginner's Guide to...
62 What, When, and Where to Post as a Seller on Social Me...	Needs Writing	NextFab Blog	James - J			1. What, When, and Wh...

Social Media Post Submissions

Please feel free to submit ideas for social media. These ideas go straight into the planning system for your social media social media accounts.

If you have a caption idea, drop it in.

If you have a cool image, drop it in.

If you have a testimonial or story, drop it in.

We love input and collaborating with the community!

Description *

A title for the idea. Not used in the post, just used to understand what the post is.

Caption *

The caption for the post. This doesn't have to be perfect, just drop in your thoughts

Image

An image you'd like to use. This will be used directly if possible, or as inspiration for the post.

Attach file

Drop files here

Link (if applicable)

Submit

> GRIP TAPE <
FOOT LOCKER LOCKERS

GoFundMe: Grant/Teacher S...
3/1/21
1/11

STATUS: Screen Lock

COVID Vaccine Info Session
3/1/21
1/11

STATUS: Screen Lock

Gladiator Gear
3/1/21
1/11

STATUS: Approved

Find a view

View All

Editing View

Awaiting Approval

Approved View

Calendar

Gallery View

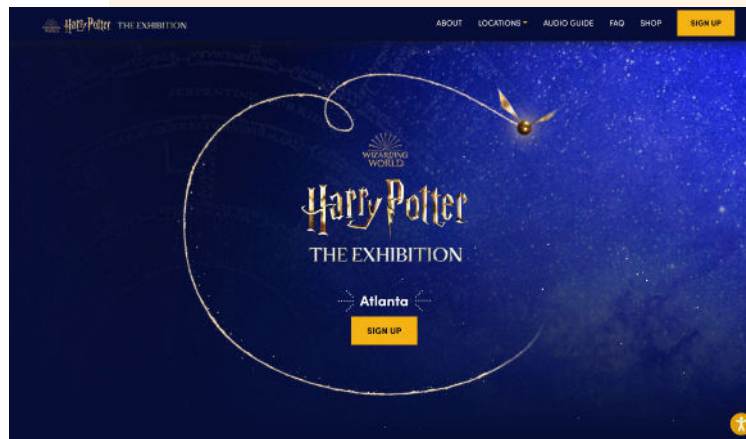


CASE STUDY: DIGITAL MARKETING STRATEGY, WEBSITE, INTERNATIONAL

Imagine Exhibitions

First Ascent has partnered Imagine Exhibitions as the digital agency that coordinates its digital strategy, web properties, email, and project management for major brands like Harry Potter (Warner Brothers) and other worldwide exhibits in their portfolio.

- Digital Marketing Strategy
- Email Marketing & Social Media
- Landing Page Optimization
- Website Design & Development
- Multi-Agency Coordination



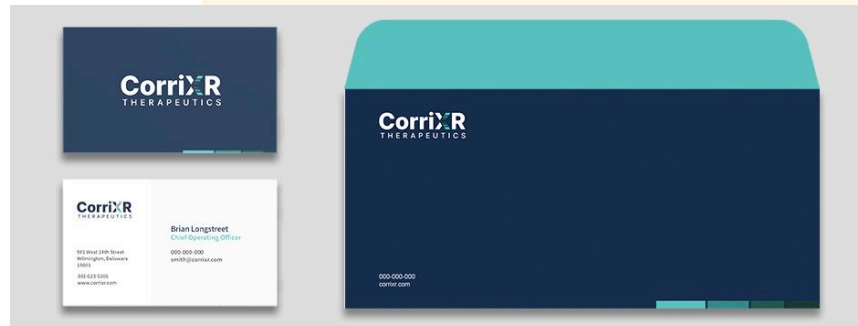
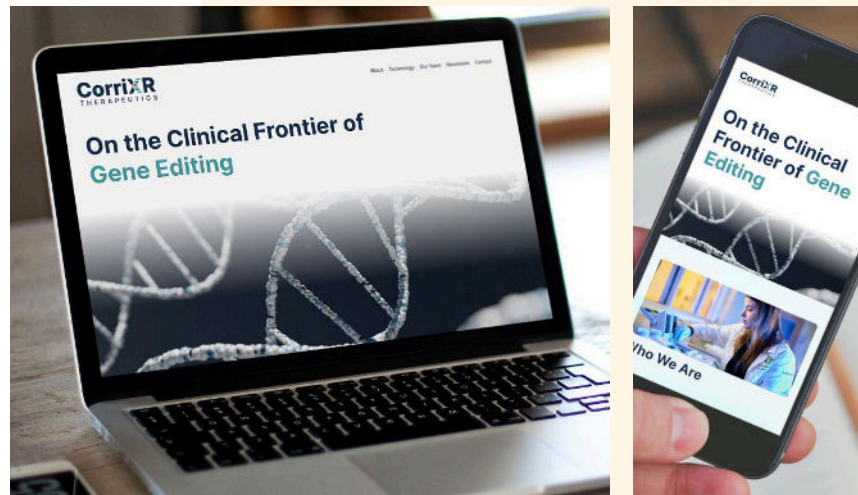


CASE STUDY: BRAND IDENTITY & WEBSITE

CorriXR

CorriXR is an oncology-focused biotherapeutics development company with a ground-breaking gene editing platform technology. They are also a start up, spun out of Christiana Care's Gene Editing Institute. They approached us with a startup's budget and a fortune 500's ambition, and we worked with them to build a brand identity, web experience, and investor pitch deck as a foundation for their investor efforts.

- Brand Identity
- Website Design & Development
- Print Design
- Pitch Deck Design

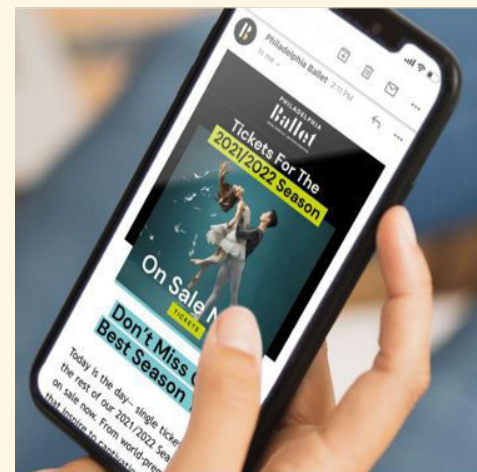
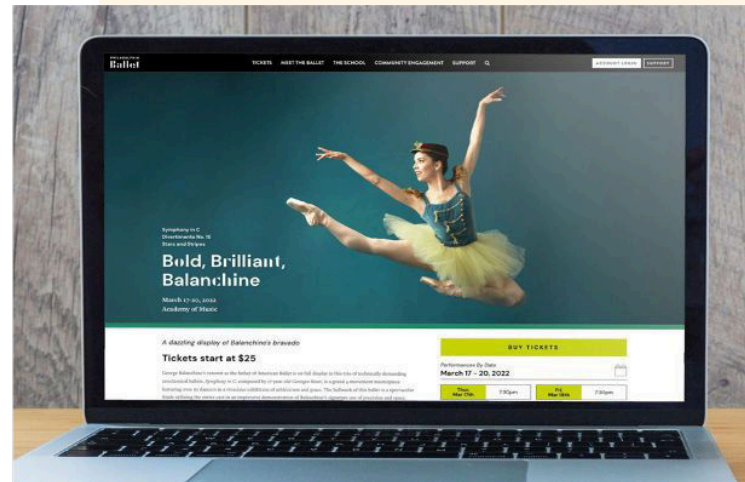


CASE STUDY: DIGITAL MARKETING

Philadelphia Ballet

First Ascent has been a key marketing partner for the Philadelphia Ballet since the COVID-19 pandemic. The Ballet went through a rebrand, uncharted territory in an all-digital season, and multi-channel marketing campaign for the first in-person performances since the pandemic, all while leaning on our staff for expertise, strategy, production and quick turnaround. As a result, a small staff at the Ballet with our support has successfully navigated a major rebrand and outpaced sales goals for the 2021/2022 performance season.

- Website Design & Development
- Video Technology Consulting
- Marketing Strategy
- Spotify Advertising
- YouTube Advertising
- Email Marketing





CASE STUDY: BRAND IDENTITY, DIGITAL MARKETING & WEBSITE

In A Heartbeat

First Ascent has run search engine marketing advertisements for In a Heartbeat LLC for years, and have consistently delivered lead-flow to the sales team month after month, specifically targeted at decreasing seasonality by increasing deal flow in the slower months.

- Identity Design
- Website Design & Development
- Search Engine Optimization
- Landing Page Design
- Search Engine Marketing





CASE STUDY: DIGITAL MARKETING

Delaware Museum of Nature and Science

DeIMNS had just completed a rebrand and name change, as well as a large renovation and installation of completely new exhibits throughout the building, and realized that they did not have the expertise, time, or capacity to properly promote the new exhibits. We worked with DeIMNS to create display and search ads (Google Grants and primary auction), and geofenced ads targeted at other museum or day-trip locations in the region.

- Google Display Network
- Google SERP Ads
- Google Grants
- Geofencing

Join Us & Rediscover Discovery | Explore and Save as a Member | Museum Exclusives for Members
delmns.org


Get a DeIMNS membership to explore the world's latest scientific discovery from Delaware. Your membership furthers scientific research and exploration in Delaware and beyond.

Explore Discover Protect The Joy Of Discovery
Connect To Our World Escape The Everyday

Breathtaking Rental Space | Unique Location for Your Event | Rent Our Museum in Delaware
delmns.org

Celebrate with dinosaurs and entertain your guests with live animals at DeIMNS. Escape the everyday and host an unforgettable event at the Museum of Nature & Science.

Explore Discover Protect The Joy Of Discovery
Connect To Our World Escape The Everyday



Delaware Museum of Nature & Science

New Nature & Science Exhibits Coming Soon!

OPEN MAY 23 →



Delaware Museum of Nature & Science

New Exhibits To Immerse Yourself in Nature

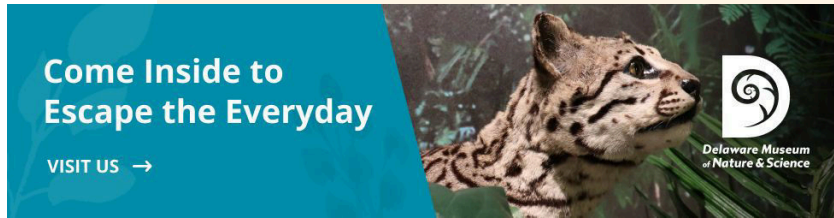
VISIT US →



Delaware Museum of Nature & Science

New Nature & Science Exhibits Coming Soon!

OPEN MAY 23 →



Come Inside to Escape the Everyday

VISIT US →

Delaware Museum of Nature & Science

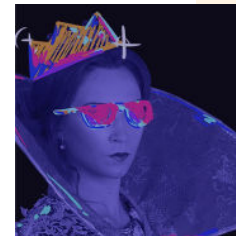
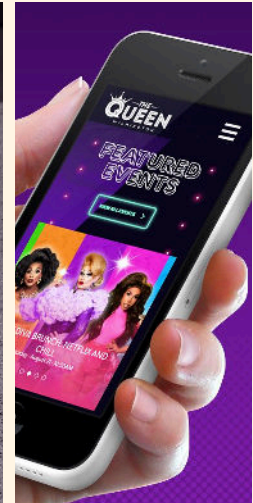
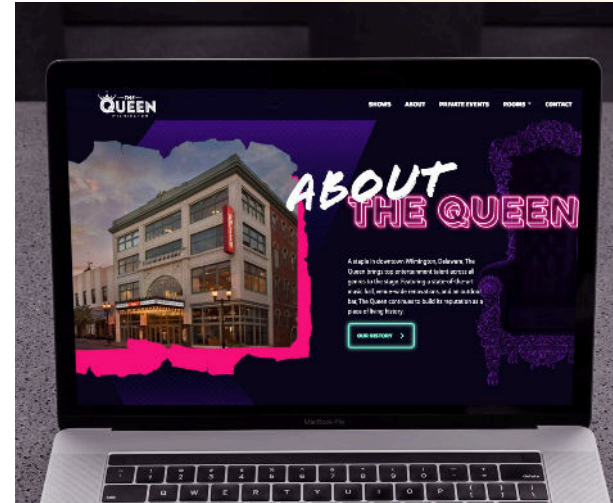


CASE STUDY: WEBSITE DESIGN & DEVELOPMENT

The Queen

The Queen Wilmington is a performance and concert venue, Originally built in the 1800s, in Wilmington Delaware with a great brand, story, and quirkiness. The Queen trusted First Ascent to execute on a new website, with custom integrations, and a deep focus on bringing the brand's character to life in every interaction.

- Website Design & Development
- Custom Software
- Ticketmaster Integration
- Website Maintenance





Reading Assist

CASE STUDY: DIGITAL MARKETING

Reading Assist

First Ascent has partnered with Reading Assist to increase fellow applications via digital marketing, specifically in social media (Facebook, Instagram, LinkedIn) and search engine advertising. The marketing efforts have yielding new leads at cost per conversion.

- Landing Page Design
- Social Media Advertising
- Search Engine Advertising

Reading Assist
328 followers
Promoted

Reading Assist Fellows change outcomes for children while moving their careers forward.

Support Struggling Students
Become a Fellow

Dedicate a Year of Service As a Reading Assist Fellow [Apply](#)
readingassist.org
You'll be trained as a certified dyslexia practitioner and teach struggling readers in grades K-3.

Help a Child Learn to Read
Learn More

Help a Child Learn to Read
Learn More

Take a Year of Service | Change a Child's Life | Support Struggling Students

[Ad](#) readingassist.org/Apply (302) 425-4080

Commit to 10 months of service and provide critical reading support to students. With your help, more children can embark on a path to success in reading.

Reading Help for Students · Devote a Year of Service · Get a Living Allowance · Earn a...

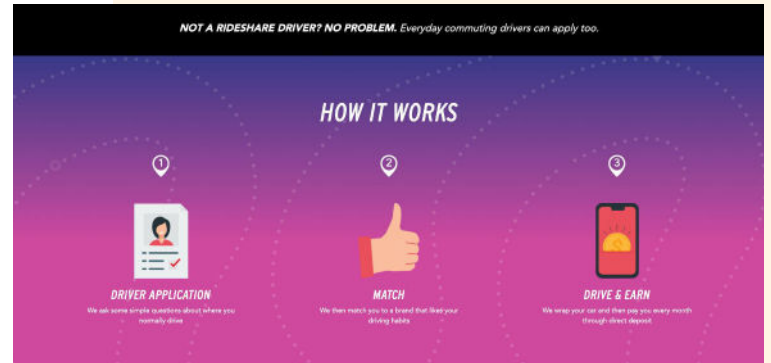
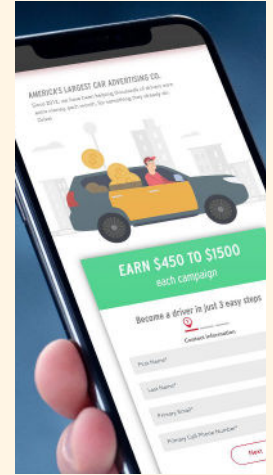


CASE STUDY: WEBSITE

Carvertise

First Ascent has worked with Carvertise for several years, through numerous additions and changes to the website, to support their growth. Carvertise has grown from a small startup to being honored in the 2021 INC 5000 fastest growing company list with contracts with industry giants like Disney, Netflix, and NASCAR.

- Landing Page Design
- Website Design/Development
- Website Maintenance
- Marketing Consultation
- Software Integration



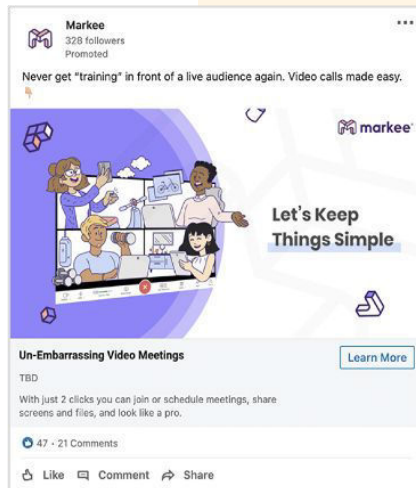


CASE STUDY: DIGITAL MARKETING

Markee

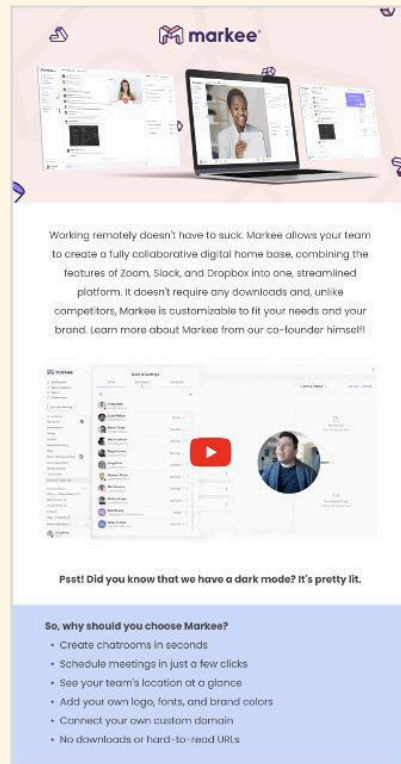
First Ascent has partnered with Markee to increase product registrations via digital marketing, specifically in content, email, social media, and search engine marketing. These marketing efforts have yielded new leads at cost per conversion.

- Landing Page Design
- Social Media Advertising
- Search Engine Advertising
- Email Marketing
- Content Marketing



[Markee Video Calls & Chat | Free Video Call Alternative | Video Conference Call Software](#)
[Ad](#) [markee.io](#)

Remote collaboration shouldn't suck. Easily join or schedule meetings, share files & more. Never try to learn software in front of a live audience again. Easier than ever before.



Easiest Video Calls Ever

[Try Markee for Free](#)



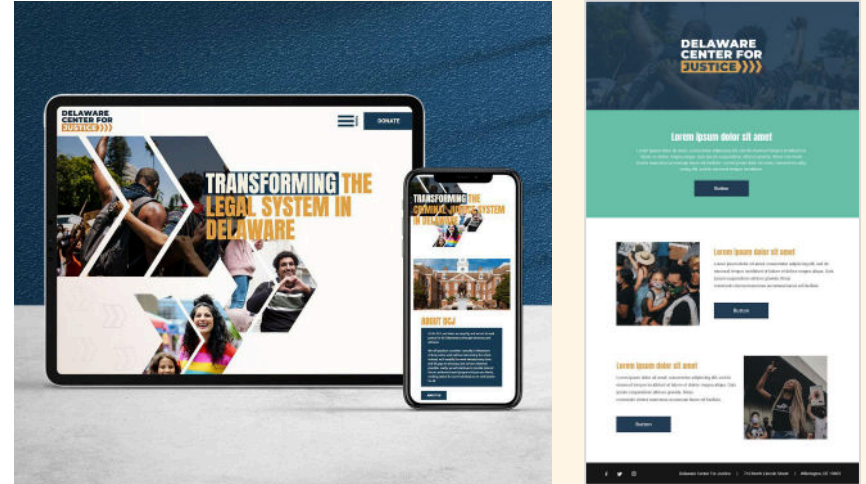


CASE STUDY: BRAND IDENTITY & WEBSITE

Delaware Center for Justice

The Delaware Center for Justice acts to seek justice for all Delawareans through advocacy and services. To celebrate 100 years of service, DCJ sought a new brand identity and refreshed website. The brand seeks to embody the search for justice and a sense of moving forward.

- Branding & Identity Design
- Logo Design
- Website Design & Development
- Website Maintenance

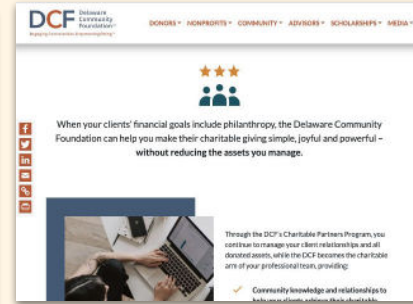
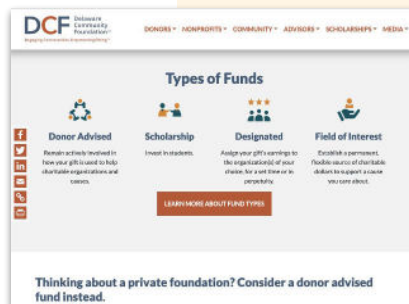
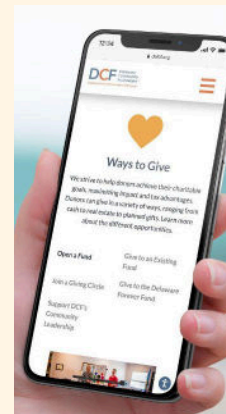


CASE STUDY: WEBSITE DESIGN & DEVELOPMENT

Delaware Community Foundation

First Ascent was tasked with taking a large, multi-faceted website that serves many audiences and refreshing it, re-organizing it, and re-building it. The DCF is a key charitable partner in the Delaware Community and hundreds of organizations rely on the site for fundraising. The site boosts multiple navigation paths to any content and our content team worked tirelessly alongside the DCF to edit, simplify, and reshape the stories being told on the site.

- Digital Strategy
- Content Development
- Website Design & Development





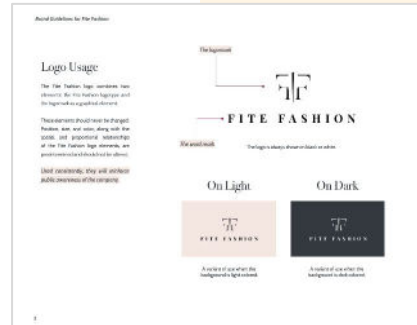
FITE FASHION

CASE STUDY: BRAND IDENTITY, PRINT & PACKAGE DESIGN

Fite Fashion

We worked with Michelle Fite to design a brand to reflect her sustainable luxury clothing company, Fite Fashion. In addition to design, we also helped to source packaging options (including dress boxes, shopping bags, and hang tags) that were created from recyclable materials.

- Branding & Identity Design
- Print Design
- Package Design



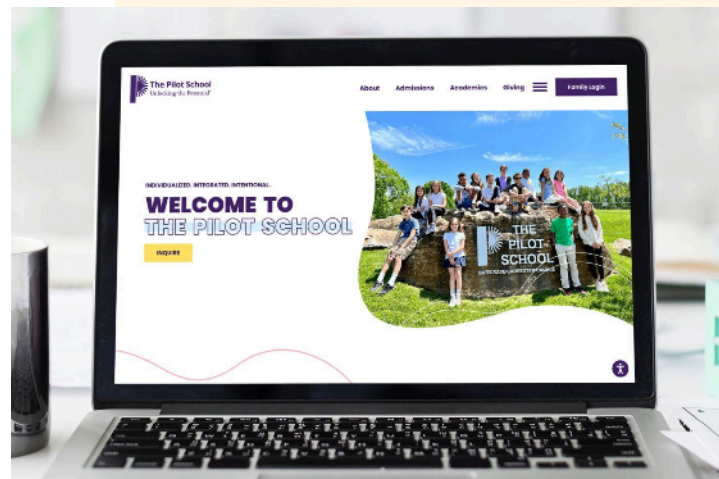


CASE STUDY: WEBSITE & DIGITAL MARKETING

Pilot School

First Ascent has partnered with the Pilot School of Wilmington to increase enrollment via digital marketing, specifically in social media and search engine advertising. The marketing efforts have yielding new leads at cost per conversion well under the more traditional marketing efforts that were replaced with digital. Even in this COVID-19 crisis, leads are successfully engaging with Pilot School.

- Landing Page Design
- Website Design/Development
- Social Media Management
- Social Media Advertising
- Search Engine Marketing
- Local Media Advertising



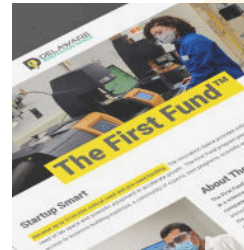
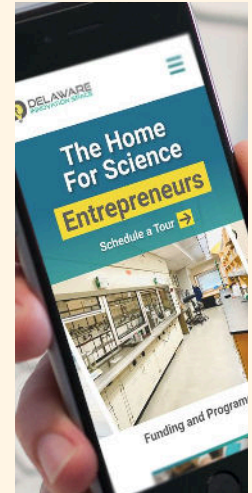
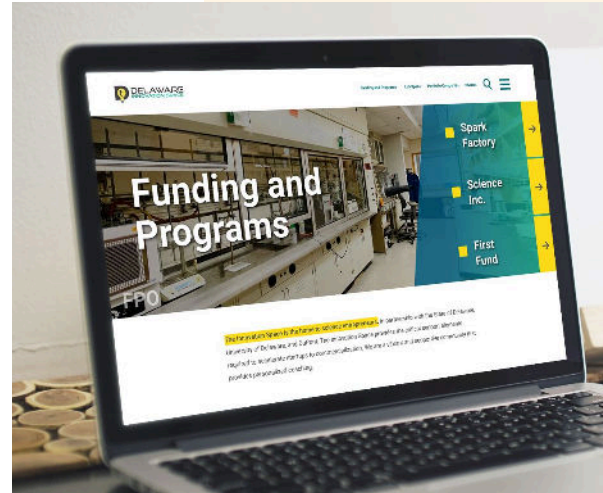


CASE STUDY: BRAND IDENTITY, WEBSITE & DIGITAL MARKETING

Innovation Space

The Innovation Space is the place for science entrepreneurs in the region, offering working space, lab space, funding, and entrepreneurial support for its members and the community. They approached us for a new brand and website, designed sales support materials, and a search engine advertising campaign to aid in marketing and outreach efforts.

- Brand Identity
- Website Design & Development
- Search Engine Advertising
- Print Design
- Geofencing



**Start your next adventure with
a marketing team that will
never let you fall!**

Reach out anytime and start a conversation.

Let's chat over coffee or tea.

John Himics, President
302-709-1266

John@FirstAscentDesign.com

Visit Us

FirstAscentDesign.com

Follow Us @firstascentde

[instagram.com/firstascentde](https://www.instagram.com/firstascentde)

twitter.com/firstascentde

[facebook.com/firstascentde](https://www.facebook.com/firstascentde)