

Where every **“HELLO”** makes a **REAL** difference

**We're the UK's first data-driven marketing  
and communications agency registered  
with Social Enterprise UK**



# Core Competencies



PR, Marketing &  
Creative



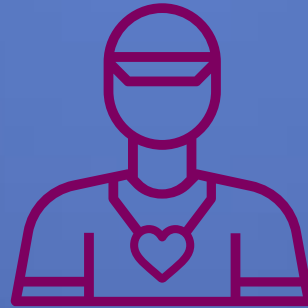
Market & Strategic  
Research



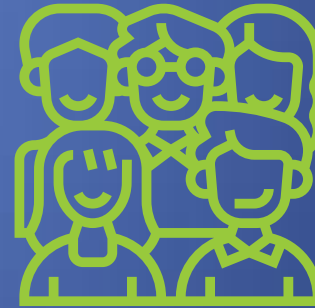
Customer Insight &  
Data Strategy



Social Value  
Consultancy



Conscious Business  
Coaching



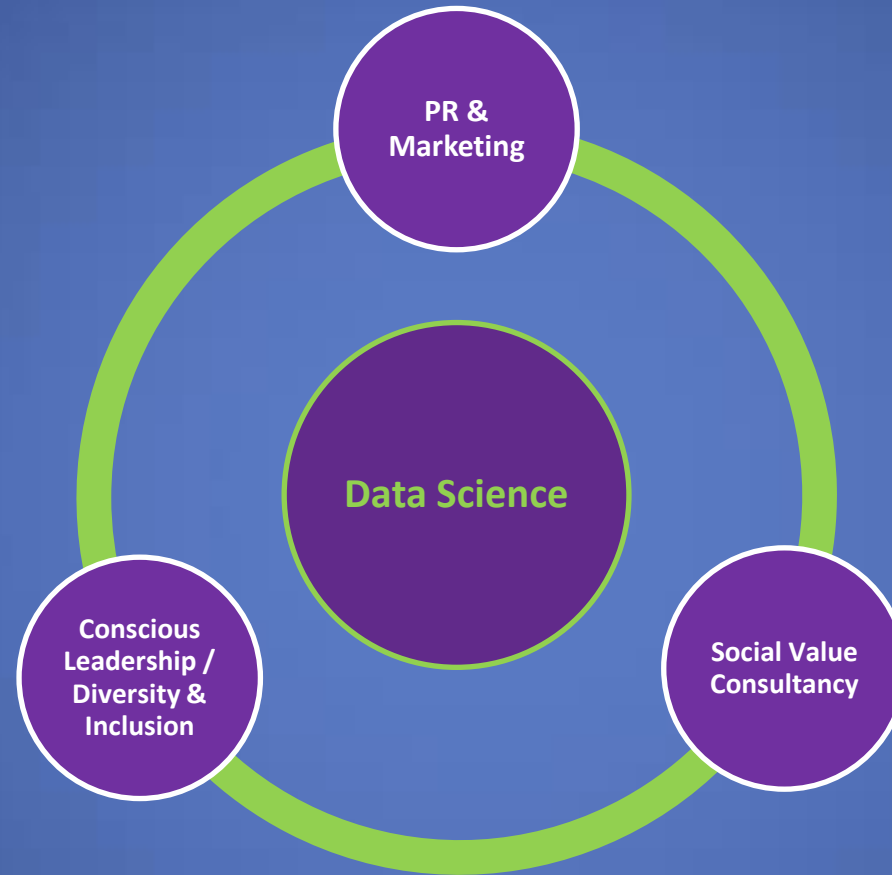
Diversity & Inclusion  
Training



# Complementary Expertise



Services provided separately  
or as a combined solution



Training and coaching to align  
people and mission

K- Academy

Expert PR & communications  
with a specialism in '**impact  
communications**'

Karma Voice

Karma CX

Development of bespoke  
**social value** programmes

Karma SV Lab

Activities are under-pinned by our  
deep knowledge & expertise in  
**data science** encompassing  
research & analytics

Visit  
[www.goodkarmamedia.co.uk](http://www.goodkarmamedia.co.uk)  
for details of all our products



# PR, Marketing & Social Value Support



Based on feedback we have developed some tactical services that add maximum value whilst making it easy to integrate us into your supply chain. However, we can get involved where ever suits you...

Service	Overview	Why use GKM
Impact Communications	Support and execution of internal and/or external stakeholder communications to create awareness and advocacy of your social value work	<ul style="list-style-type: none"><li>• Subject matter expertise</li></ul>
Public Sector Bid Support	Communications and social value support to amplify awareness of corporate social impact ahead of contract bids. This aligns with the Social Value Act and prevailing public sector procurement best practice	<ul style="list-style-type: none"><li>• More impact via GKM's social enterprise model</li><li>• Social Value Act</li></ul>
Impact Projects & Marketing Mentorship Programme	Supporting your impact projects and assisting community organisations with services sponsored by your brand (for example providing web development, communications, marketing advice and creative ideation) <a href="#">Marketing Consultancy Programme</a>	<ul style="list-style-type: none"><li>• Benefits of stakeholder alignment</li></ul>
Supply Chain SV Development	Creating more impact by helping to encourage social value adoption within your supply-chain (audits/consultancy/impact measurement)	



# Social Value Consultancy



Delivering consultancy and research services to support you on your social Impact journey

## Service

## Overview

## Why use GKM

### Social Value Programme Development

Specialist expertise and support to help research and develop efficient social value programmes that deliver real impact whilst aligning intelligently with commercial and brand goals

- **Subject matter expertise**
- **More impact via GKM's social enterprise model**

### Social Value Research & Impact Measurement

Research support services to help understand and shape SV activities including Issues Mapping, Stakeholder Mapping, SV Supplier Matrices and Community Needs Assessments. Help with calculating and communicating social impact

- **Efficiency gains**

These activities deliver efficiency and cost savings and enhance any communications work we undertake as we understand your goals and SV undertakings



# Conscious Leadership, Diversity & Inclusion



Delivering the latest thinking and programmes for leadership development and D&I best practice implementation

## Service

### D&I Training

## Overview

Expert support, and training from our highly experienced D&I consultants – helping organisations transition to best practice in equality, diversity and inclusion

### Conscious Leadership Coaching

Supporting organisations, leaders and managers as they transition to 21<sup>st</sup> century management practice - which ask us to be more courageous, empathetic and present whilst continuing to drive business growth

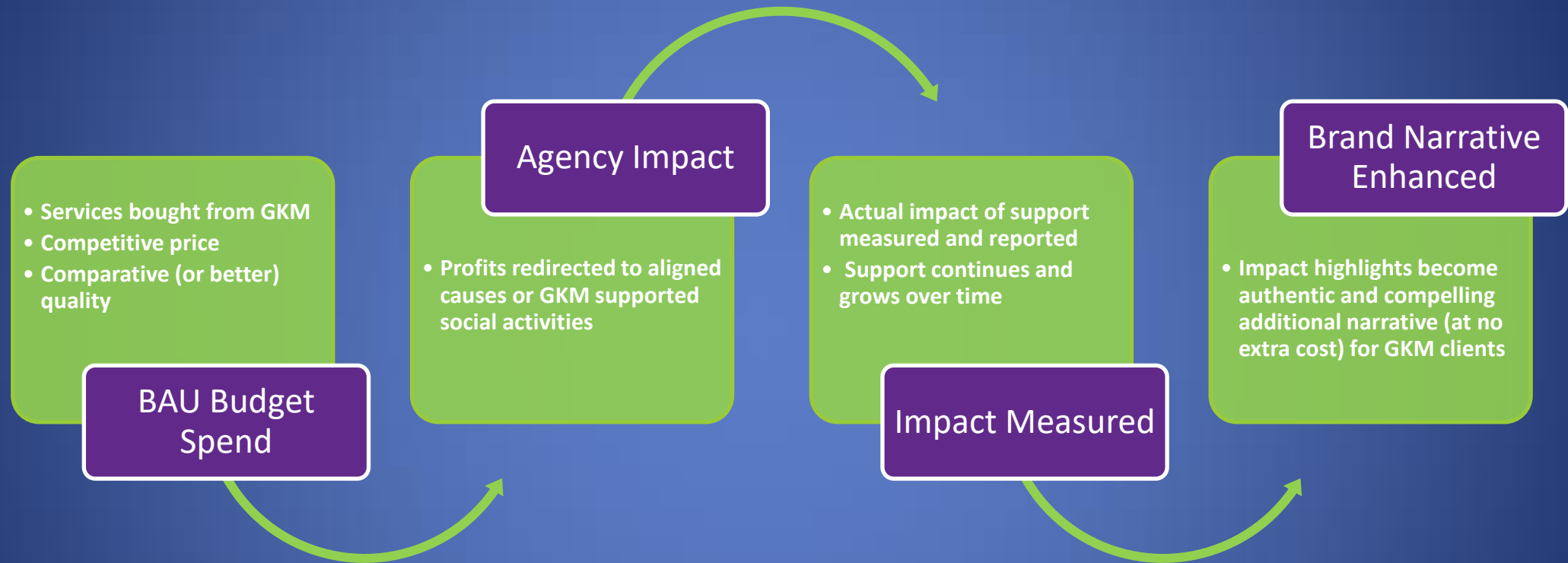
## Why use GKM

- **Subject matter Expertise**
- **More impact via GKM's social enterprise model**
- **Stakeholder alignment**

To fulfil our purpose we believe that we should do everything in our power to help people on their own ethical, social and conscious journey. How we act at work is a core component of how we all can enact change and become active participants in the solution for a better future for all



# Extract Clear Added-Value Working with GKM



This process becomes a virtuous upward spiral delivering growing benefit to planet, good causes and brand





# Some of our Impact Stories



## Loveworks



Loveworks are a localised charity providing foodbanks and care for the elderly. We delivered free PR support to help them launch their new warehouse, generate donations and deepen local awareness.

## Farm Carbon Toolkit



FCT are a non-profit organisation leading the charge in regenerative farming research, reporting and promotion. GKM have delivered pro-bono support to help them improve critical messaging and reporting dynamics to help accelerate their mission.

## Mapis CIC



Mapis help disadvantaged women and the long-term unemployed get back to work. We provided pro-bono support to help them understand and unlock the true SROI of their services and also undertook significant sector-based market research for them. This work helped them source more funding proving an SROI of 35:1 through their programme.

## Phoenix Youth Project

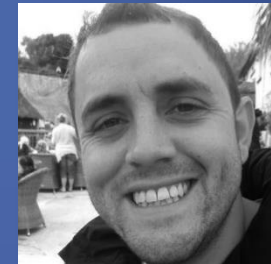
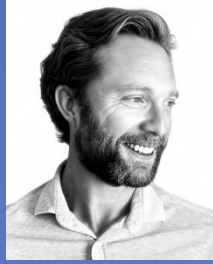


Phoenix Youth Project run several centres serving particularly challenged communities in and around Sellafield, improving the lives of more than 500 kids every year. We co-created their new brand identity and also delivered a fresh new website to serve all their communities long-term.





# Our Delivery Team



Our team has real breadth and depth with years of experience in delivering services to both private and public sectors including multiple FTSE 100 companies, Cabinet and Home Office



# PR, Communications & Social Value Consultancy

## Creating & Communicating Social Value

We have been working with Good Karma Media for over a year and have found them to be responsive, knowledgeable and dedicated to achieving our objectives. Their work across research, creative and marcomms has been excellent and is helping to both amplify and focus our social impact marketing amongst relevant stakeholders. In addition to their industry experience and market-leading approach we embrace their valuable mission as a Social Enterprise which aligns closely with our own social value goals.

**Emily Davies, Head of Social Value, Amey plc**

Thank you yet again for an absolutely amazing piece of work. It was very detailed, relevant and will help us update our employment services. We will also use it in our funding applications. This is exactly what we needed. You Guys are brilliant! Not only your personalities - great sense of humour, helpful and professional - but a real focus on supporting us to achieve something meaningful.

**Maggie Sikora, CEO, Mapis CIC**



We are working with Good Karma Media to enhance our marketing insight and optimise our customer engagement. We have been impressed by their attention to detail and their ability to comprehend complex customer data processes.

We value and embrace their status as a Social Enterprise and are pleased that our work with them will lead to positive social impact which is a key component of our mission.

**Alex Woodward, Strategic Marketer, Yeo Valley Farms**

Given their social enterprise business model working with Good Karma Media makes a lot of sense. We hope that Phoenix's new website will add value to the lives of young people across all their youth projects in Frizington, Cleator Moor and Moor Row for many years to come. It will also help them attract more investment and local support through donations and volunteering. This is a great example of how social enterprise suppliers can work collaboratively with corporate organisations to deliver lasting social change at a community level.

**John Edwards, Costain Group plc**



# Good Karma Media – In Summary



**Who we are** [www.goodkarmamedia.co.uk](http://www.goodkarmamedia.co.uk)

- We are Good Karma Media Limited (GKM)  
**Primary contacts**
- Jo Edwardes [Jo@Goodkarmamedia.co.uk](mailto:Jo@Goodkarmamedia.co.uk)
- Dave Craft [Dave@Goodkarmamedia.co.uk](mailto:Dave@Goodkarmamedia.co.uk)
- Tel: 01737 448018 Mobile: 07734 993181
- <https://www.linkedin.com/company/good-karma-media>
- Surrey, England

## Our Products and Services

- We specialise in social value **impact communications - marketing and PR support around social impact marketing, sustainability and CSR initiatives**. We have a particular passion for enabling and supporting local market social and community projects
- We provide **multi-channel, data-driven creative marketing and data management services (acquisition, retention, brand awareness)**
- We deliver social value consultancy including **advice, strategy, market research, bid support, campaign planning and ideation**
- We can deliver **videography, copywriting and content creation services**

## Our Mission

- We have been in the communications, data and marketing industry for over 35 years working on major global communications and data projects for multiple blue-chip brands. We lever this experience to make a difference
- Our USP is that through our social impact model we offer authentic PR content for our clients **at no extra cost**. Essentially we transform BAU budget spend into social value by diverting our profits for good, creating value-added communications content and real impact on the ground simultaneously
- Our ambition is to disrupt the communications sector by setting new standards for the creation of social value through regular PR, communications and marketing services. This has massive £ potential to create social change
- **We seek to encourage and support the creation of social value wherever the opportunity exists within the business world – mindful that it has to grow the pie for all stakeholders and positively change lives**

**We focus our impact on client identified causes, long term unemployment, regenerative climate initiatives and community needs**



T 01737 448 018

E [info@goodkarmamedia.co.uk](mailto:info@goodkarmamedia.co.uk)

[www.goodkarmamedia.co.uk](http://www.goodkarmamedia.co.uk)

