

SmallGood Ltd.'s Marketing Shows Your Humanity to Find Your People



You put your heart and grit into your organization every day. You haven't slept much since your gut told you to start climbing.

You've dedicated time, effort and money to your vision. No one besides you truly knows how close to your soul your work is.

Now you need people to hear your story and walk with you. In a saturated online world, knowing how to do this can be overwhelming, right?

SmallGood recognizes a vital truth: **Marketing has evolved into an industry where the consumer is looking for her people.**

She's looking to support those who view life through the same lens who *get* her and *see* her.

SmallGood, Ltd. Finds YOUR People

Think about when you first walk into a party. You look around but don't spot any familiar faces. You wish you hadn't talked yourself into venturing out and putting on pants with a zipper.

The conversations you attempt are forced. People are shouting over the music and not connecting with you. You feel out of place.

Then you see your people gathered out back around a campfire, laughing.

You raise your arms to wave, but mostly to air out your pits with a sigh of relief.

Your friends say, “Hey! Join us!” They introduce you to others in the circle you’ve never met, and the same comfort is found. You know you don’t have to explain or defend yourself there. You don’t have to shout to be heard.

You can be you. You are accepted and welcomed without trying hard or forcing it.

That’s how authentic, quality marketing should feel.

Easy conversations where words make an impact and resonate. Trust is built within a shared experience. We tell your story and intention, and your consumers—your people—know they’re in the right place because of the raw honesty without ego or gimmicks.

We Tell Your Story, So Others Will Follow

Look, we can’t pretend the world is an easy place. The past couple of years have compressed us to our limits. What has emerged as a result is a collective search for what’s important and meaningful. **A consumer is now looking to support those who look outward, not inward because the world has moved her.**

We set out on our own to create SmallGood with a vision to focus on purpose-driven businesses that do good in the world. Businesses who see the shitstorm and don’t run from it, but run *to* it, asking, “How can I help?” even when they feel the weight of hopelessness and the humility of there being no quick fixes.

These are our people at the campfire we flock to. We tell their stories with ease and authenticity.

Consumers crave this. They’ve seen and felt too much to tolerate shallow words. They smell fake a mile away. They sense when our words are just puppet strings meant to make money.

Marketing is now about building relationships based on shared values.

Consumers want *you*—all of you.

Sure, we could slap a catchy phrase on your organization and let you float at the surface by saying generic things that dance around sincerity. What's more effective is when we get you to pull back the curtain to show your consumers the vulnerable heartbeat of your business.

By doing this, you are saying, “Look. I’m just like you. I get it. I feel it, too.”

You become the welcoming friend at the campfire who attracts your people to you.

Going this route that carries more depth can be intimidating, right? It's asking you to share your vision and what makes you come alive. This might not be in your comfort zone, but it's where we shine.

You've done the hard work of starting your own business, so you don't have to work hard now to tell your story. Once you share it with us as sloppily and scribbly as you want, we craft it into marketing that lands and gets planted in the right place.

When we tell your story, we're not doing it to give you flowery praise (even though you deserve it). We do it to connect with consumers, who are often on a quest to have their faith in humanity restored.

Consumers listen closer when they see themselves in an organization. That's not a cheap marketing tactic, but a valid human desire.

SmallGood Marketing: Shared Humanity + Honesty

When we tell your story in a way that sheds light on our shared human experience, we don't instantly make the world a better place. We are simply pausing to link arms to create a small sliver of light in the midst of what I call the “suck-isms” in the world.

When we are open, we admit it's a struggle to do good in the world. By doing that, we open the door to quality conversation instead of drowning in toxic positivity that ignores the obstacles and creates marketing that is nothing more than fluff and more noise.

Does every consumer care about making the world a better place? Will everyone feel your story? Oh, goodness, no. We have no magic wand to make that change. **Not everyone will care, but the ones who feel your story are the ones you were looking for, anyway.**

When you show them you're changed by the weight of it all, too, they will listen and sit with you at the fire. They begin to trust you and see themselves in you because you have proven you see them, too.

They sigh in relief and say, “Ah, *these* are my people.”

And the conversation begins.