

From Stalled Growth to Impact

PULSE Amplifies a Nonprofit's Voice

500

New Email Registrations



280K +

Page Views



1,225

New Followers



571+

Post Shares



10.89%

Click-Through Rate (CTR)



The Challenge

When a mission-driven nonprofit set out to expand its reach and mobilize support, its message wasn't the problem, its media strategy was. Meta campaigns had plateaued, audience growth was stagnant, and engagement had flatlined. They needed a partner who could turn awareness into measurable action.

The PULSE Approach

PULSE stepped in to relaunch the nonprofit's digital foundation, building a scalable, performance-driven strategy designed to amplify their cause and drive real-world results.

Strategic Audience Design

PULSE developed precision-targeted audience models rooted in first-party insights and interest segmentation, reaching individuals most likely to support the mission.

Collaborative Messaging & Creative Strategy

Partnering closely with the organization, PULSE refined the narrative and optimized creative assets for Meta's ecosystem, transforming content into high-impact storytelling that inspired participation.

Conversion-Driven Optimization

A full-funnel campaign flow prioritized awareness, engagement, and lead capture, turning casual viewers into active advocates.

Key Takeaways

Precision Strategy Drives Scale

Advanced audience modeling and message refinement outperformed traditional Meta-only tactics.

Rapid Growth, Real Engagement

In under a week, PULSE achieved what months of independent campaigns couldn't.

Purpose Meets Performance

Data-informed storytelling turned awareness into measurable advocacy and tangible results.

Ready to get started?

Contact Now

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