

2024

# ANNUAL REPORT

PREPARED BY

**EA** MARKETING HUB

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# ONE YEAR OF IMPACT

EA Marketing hub celebrated one year of business, and that means its been one whole year of supporting and giving our best to businesses! So much great work was done in 2024, and we're proud to have accomplished so much! We worked on a multitude of projects, served many different clients, and supported different industries.

We're happy to share our success, but there's still so much for us to do! In 2025, we plan to continue to provide marketing solution services to all businesses and further our growth. We're also committed to continue to service our community and fostering change for good.

Thank you for supporting our journey, we look forward to another great year!

-EA Marketing Hub team



GOOD  
FOR  
MICHIGAN



## OUR COMPANY

We are a full-service marketing agency that works as your business partner.

Whether you need a one-time project or someone to act as your Marketing Director for a bucket of hours each week, you'll get 30 years of expertise to push the limits to get the results you are looking for.

## OUR MISSION

Our company is formed on the core principles of creating positive social and environmental impact. We have a self-regulating business model that is socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, we can be conscious of the kind of impact we are having on all aspects of society, including economic, social, and environmental. For our first operating years we will be working toward our B Corp certification and we invite you to follow us along on our journey. B Corp Certification is a global designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.



# 100% WOMAN OWNED



## Jennifer Moreau Founder & CEO

Photo taken at Raven Hill Discovery Center – Client

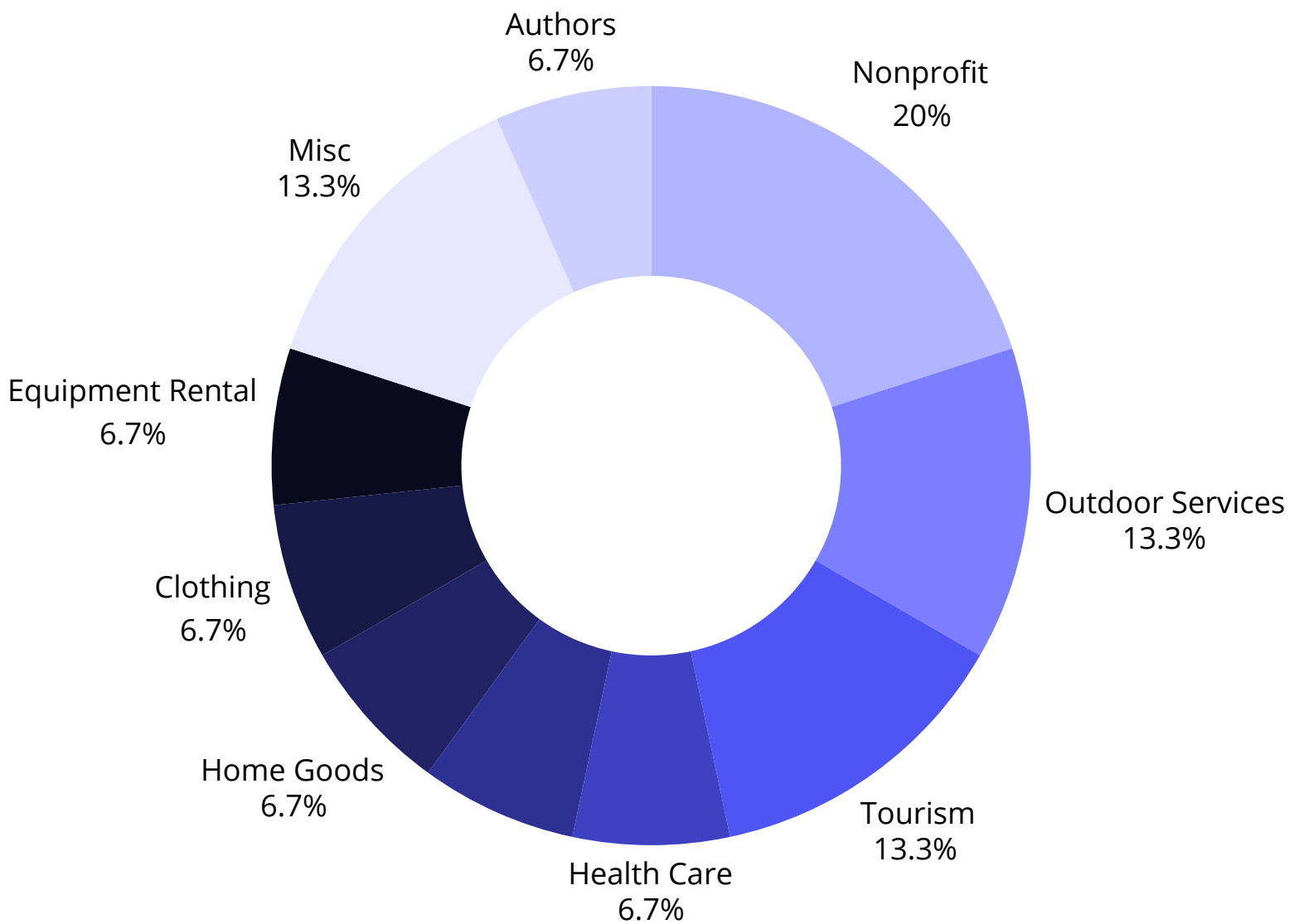
During my career in Florida, I stumbled across companies that valued purpose along with profit. Once I started working for a company that addressed sustainability issues and did their best to have a positive impact on the community and the planet – I was hooked! I found out that working for a company that had a purpose, other than just making money at everyone's expense, creates a huge work/life improvement for employees. It gives everyone something to feel good about while making money for the company. I spent my last seven years in Florida working as a Marketing Director for businesses like this.

Upon moving to Northern Michigan, I spent a year working for a company that lacked this similar mindset. I was grateful for the job; however, the work environment was very different without a purpose. The company had been established a long time ago and was pretty set in their ways of doing things. Because of this, I decided to start my own marketing company so that I could create something that had a positive social and environmental impact on a place that I would feel good about going into work each day. This is how EA Marketing Hub was created in 2023.

## CLIENTS BY LOCATION

Local - Northern Michigan	66%
Central Michigan	13%
Southern Michigan	7%
Upper Peninsula	7%
Global	7%

## INDUSTRIES SERVED



## GIVING BACK

21 hours of volunteer service in our local community

21 Hours of Volunteering

## GOODWORKS PROGRAM

17% of total earnings made to charitable donations to nonprofits under our GoodWorks program. Part of our mission for good is giving back to non-profits that serve our community

17% of earnings donated

## WORKING WITH VERITREE

We are working with veritree to restore the environment in countries around the world. We believe we have our part to play, while supporting local communities, addressing economic inequality and regenerating nature.



**treeferrals  
by veritree**



## A CLOSER LOOK - BUSINESS SUCCESS CASE

One of the clients we had the pleasure of working with this year was Kiwidinok Tibetan Yak and Petting Farm! Since 2023, we've been doing an all-in one marketing campaign, here's some of the highlights of our work:

- Logo and website re-design
- Website SEO and optimization
- Print collateral
- Event programming and marketing
- Social media marketing

## RESULTS

Since the campaign launch in 2023, Kiwidinok has seen attendance increase by three times and website traffic has increased by 870%!

**9X**  
**INCREASE IN  
WEB TRAFFIC**



## MEDIA COVERAGE

### BOLD JOURNEY

Founder and CEO, Jennifer Moreau, shares the creation and journey of EA Marketing Hub!



### SHOUTOUT MICHIGAN

Jennifer sits down with Shoutout Michigan and shares EA Marketing Hub's position as a member of the local Michigan economy, and what she's doing to better the community.





**“We are so incredibly happy with sales they have increased exponentially this year it’s been crazy!”**

**-Lynee, Co-owner of Tender Seasons**

**Thank you**  
for a great year!

We look forward to continuing our work into 2025 by serving new clients, giving back to our community and making a sustainable future! To 2025!

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