

Client Case Study: Mentoring Mentors



Mentoring Mentors

Industry: Non-Profit
Location: Baltimore, MD

Our Role

Mentoring Mentors is a Baltimore based mentorship non-profit organization established to promote community interdependency and long term relationships for urban African-American youth/adolescents ages 11-18. At their core, Mentoring Mentors is an organization that celebrates interdependency and teaches commitment to the community.

Mentoring Mentors requested Loyola Consulting Group support in creating a marketing and advertising strategy in order to maximize awareness and donations and increase social media engagement.

Solution

LCG worked with Mentoring Mentors to enhance their digital marketing strategies on Instagram and Facebook and to develop an advertising method to increase student engagement in Baltimore high schools and middle schools. The team worked with the company's graphic designer to put together a cohesive, aesthetically pleasing social media feed. LCG updated Mentoring Mentor's Facebook and Instagram pages to include a donation link, FAQ suggestions, direct messaging keyboard shortcuts, and a ChatBot. Additionally, the team devised a flyer and email to send to a proposed list of schools and contacts.

LCG Team Composition

Consultant - Alexa Junikiewicz
Analysts - Juliet Ball, Madison Metzdorf, Holly Hanscom, Caroline Lacey, Joshua Rafferty

Business Results



Provided 6 new school contacts to increase student engagement



Expanded company awareness and mission through social media marketing and ChatBot creation



Generated email to connect with school administrators and the local community