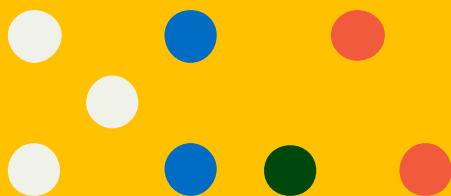


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**2023.**  
**365 days.**  
**Countless**  
**achievements.**  
**1 summary**  
**document.**  
**(This one)**



Welcome to Dotted Line Agency's 2023 Impact Report, a testament to a year of creative ingenuity and collaborative partnerships.

Dotted Line is an award-winning agency that partners with companies looking to dream big.

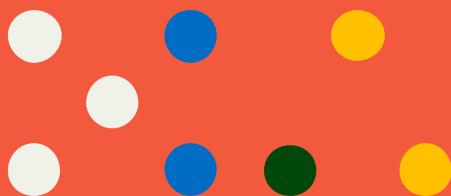
Since our founding, our dedication to amplifying the reach and impact of our mission inspires us to deliver measurable impact for our clients through strategy and creativity.

In the following pages, we reflect on the outcomes of this ingenuity, showcasing the results and lasting contributions through the impactful work of the passionate people in our agency and the shared creative journey with our clients throughout the past year.

Best,

*Lauren Sweeney*  
Founder & CEO

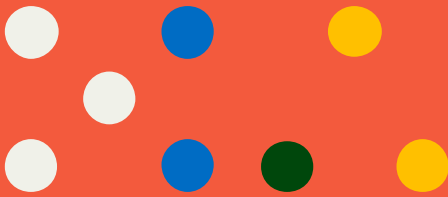




# Dotted Line is a values-led organization.

At our core, we believe in living our values. These are our North stars as we work with clients to create work that accomplishes our clients goals. Read on to see where these goals took us in 2023.





VALUE

## Treat clients, team members, and partners how we want to be treated.

Shared the stories of dozens of women to raise awareness for heart disease as part of a beloved annual campaign.

American Heart Association



VALUE

## Always be learning, growing, and improving.

Rebranded an iconic, modern e-commerce and retail company.

Shades of Light



VALUE

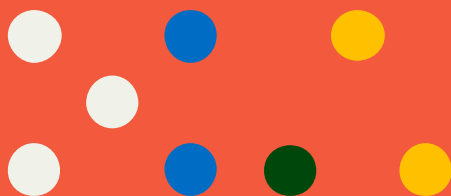
## Collaborate and be a team player.

Partnered with a healthcare startup to build a national brand from the ground up.

Worksite Labs







VALUE

## Go the extra mile.

Collaborated with a network of surgical centers to further their community impact through vision impairment services.

Med RVA Foundation

VALUE

## Do work we are proud of.

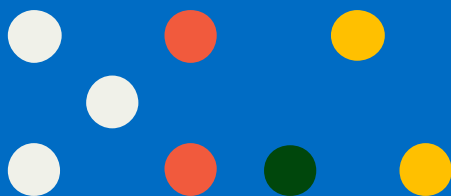
Launched a new mobile network of healthcare and vet services in southern California.

VALUE

## Focus on client results.

Created a new tourist destination on the river in Virginia and doubled expected revenue.

CoBe



# Achieving Success: Bridging Creativity with Business Impact



**2x forecasted  
revenue**

Advertising and public relations got the word out for a development project, which beat its revenue projects by double.



**10%+  
click-through  
rates**

Focusing on the right words generated great results for a national consumer credit law firm.



**6x increased  
revenue  
growth**

An integrated, full-service marketing campaign drove increased revenue for a lab testing provider.



**earned  
spots**

Our PR team captured high-profile national and regional news coverage for a community revitalization project.



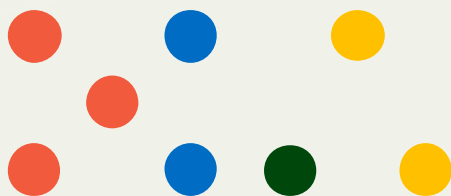
**40% increase in  
digital growth**

Improving back-end website operations for a national insurance provider resulted in a big jump in digital growth.



**4x new revenue  
generated**

Search and holiday gift guides yielded a fourfold increase in revenue for a holiday alcoholic beverage campaign within the initial 60 days.



# Client success means everything to us.

On average, 94% of our clients express high satisfaction with both the collaborative relationship and the outcomes achieved. Hear directly from them:

“

DLA was able to see our vision materialize into a thriving brand, **built from the ground up**. They strategically pulled the levers across paid, earned, and owned media, which propelled us to success. This journey is a testament to the dedication and ingenuity of the DLA team, transforming our vision into a reality that resonates with our audience. **Together, we've not just built a brand but forged a lasting connection** with our audience, and I'm excited for the continued growth and impact we're set to achieve.

DUKE DODSON  
CEO

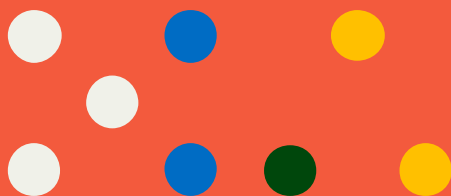


“

Dotted Line was a valued and trusted partner as we opened three new businesses and scaled several others simultaneously. The team was **responsive, empathetic, and flexible** in the face of our many changing timelines and needs. From the **well-honed market research** and brand establishment to the **world-class PR placements** and **skillful ad buying and monitoring**, Dotted Line served as the much more knowledgeable extra arms and legs that our small marketing team needed.

CAROLINE ASHBY  
MARKETING MANAGER





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# We'd love to help you reach your goals.

Our services focus on brand, content, and creative capabilities.

This includes omnichannel marketing, campaign, and brand strategies to scalable content development, public relations, and digital marketing to branding and design services.

We look forward to hearing from you.

