

**We amplify
the voices
of those who
dare to
dream big.**



Good Grit

Expect good things.

Did you know Good Grit started from a magazine?



Our story starts with our roots. Good Grit began as a storytelling magazine, with our first issue hitting the press in July 2015. Since then, Good Grit Magazine has grown to reach 300,000 readers, circulating across 12 Southern states, more than 1,500 retailers, and 20 influential hotels. With over 4 million words of storytelling curated to date, we've built a reputation for celebrating the untold and unforgettable.

Along the way, we noticed something: so many destinations, businesses, and organizations had incredible stories that weren't being told. In October 2019, we set out to change that—and Good Grit Agency was born. Today, our magazine remains one of our greatest calling cards, a representation of the power of storytelling and the impact it can have when done right.

Creative Solutions for Brands That Matter

At Good Grit Agency, we don't just work for you—we work with you. Our expertise spans multiple industries, including business, government, hospitality, wellness, events, and nonprofit sectors. We help brands find their voice, tell their story, and create an impact.

WHAT SETS US APART:

STORY-DRIVEN MARKETING

We believe great storytelling fuels great brands. From strategy to execution, we craft narratives that resonate and inspire action.

COLLABORATIVE STRATEGY

We approach every project with curiosity and an open mind, working alongside clients to amplify their vision.

DATA-INFORMED CREATIVITY

Our strategies combine deep market research with bold creative solutions, ensuring that every decision is both strategic and engaging.

RESULTS-ORIENTED EXECUTION

Whether it's brand positioning, digital marketing, or content creation, we focus on measurable impact and long-term success.

Industries We Serve

We've worked with a variety of clients across industries, from local startups to national brands. Our portfolio includes:

Business & Entrepreneurship

Helping brands refine their identity and expand their reach.

Government & Economic Development

Creating strategic campaigns to support community growth.

Events & Festivals

Driving engagement, ticket sales, and brand partnerships.

Hospitality & Tourism

Amplifying destinations through branding and marketing.

Nonprofits & Advocacy Groups

Developing campaigns that create lasting change.

Health & Wellness

Positioning brands to connect with audiences in a meaningful way.

OUR SERVICES

**Brand Identity
Workshops**

Naming

**BRAND STRATEGY +
POSITIONING**

**Visual Identity
Design**

*Brand Voice
& Story*

**LOGO +
BRAND MARKS**

**Creative
Consulting**

Graphic Design

COPYWRITING

**Website Design
& Build**

**Digital
Advertising**

*Customer
Journey*

PHOTOGRAPHY

**Video
Production**

*Digital Design
& Content*

**COMPANY CULTURE
WORKSHOPS**

**Strategy
Workshops**

*Influencer
Marketing*

**VIDEOGRAPHY
+ EDITING**



Expect Good Things

At Good Grit Agency, we stand out in the crowd because we don't just work for you – we work with you. Here's what sets us apart and makes us your perfect partner:

EMBRACING THE STUDENT POSTURE

We step into every project with a student's mindset—ready to listen, learn, and uncover the stories that make you unique. Our job isn't just to provide solutions; it's to ask the right questions, discover hidden opportunities, and turn potential into impact. We see our clients as the true experts in their fields, and our role is to take that expertise and transform it into a brand experience that moves people to action. Knowledge is everywhere—but action is what makes a difference.

MINING FOR GOLD

Your brand is already rich with stories, connections, and inspiration—you just need the right partner to bring them to life. We specialize in unearthing and amplifying the most compelling parts of your brand, crafting campaigns that not only resonate with your audience but create authentic and lasting engagement.

THE ART OF STORYTELLING MARKETING

People don't just buy products, visit places, or support businesses—they connect with stories. That's where we come in. We don't just build marketing campaigns; we build narratives that make your brand the hero. Whether it's a place, a product, or a purpose, we craft stories that draw people in, create emotional connections, and inspire action.

EXCELLING AT SPEED AND QUALITY

In a world where timing is everything, we operate at the perfect intersection of speed and quality. We move fast, but never at the expense of excellence. Your deadlines matter, and we treat them with the same urgency as you do—delivering work that's not just on time, but ahead of the curve.

YOUR REVENUE PARTNER

We're not just here to execute projects—we're here to help you grow, scale, and succeed. Every strategy we create is built with impact and revenue in mind, ensuring that our work isn't just beautiful and engaging—it's measurable, profitable, and sustainable. We don't just see ourselves as a marketing partner; we see ourselves as invested allies in your long-term success.

OUR WORK WITH ROCK THE SOUTH, THE BIGGEST TOURISM DRIVER IN THE STATE OF ALABAMA, SHOWCASES OUR COMMITMENT TO RESULTS.

We turned the annual event into a monumental success story, and we're ready to do the same for you. Here are a few stats from our partnership with the event:

Expanded from a
**TWO-DAY TO
A THREE-DAY
FESTIVAL**

Increased Instagram
followers from
**39K IN 2020 TO
85K+ IN 2023**

Built an influencer
network of
**500+ WITH
COMBINED REACH
OF MILLIONS**

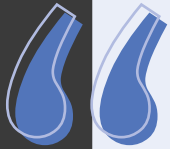
Brought
**1 MILLION+
PAGE VIEWS**
to the website

Sold over
**35K TICKETS—
A 30%
INCREASE**

Brought between
\$15-\$20 MILLION
in economic impact to
the local market

We're not just here to collaborate—we're here to elevate. With years of experience in story-driven marketing, we don't just understand strategy—we master the nuances that make it work. We're not in the business of chasing trends; we're in the business of setting them. Our approach is bold, intentional, and built to keep your brand ahead of the curve in an ever-evolving landscape. And the best part? Our results speak for themselves.

A word from a few of our clients...



When I work with the Good Grit team, I know we are going to get creative that moves the needle. They ask the right questions and then dig a little deeper until they understand the overall business and project goals. **Good Grit is not just another agency.** They are an extension of our licensing team.

LISA DEARAUJO

*VP, CREATIVE SERVICES, LICENSING FOR SOUTHERN LIVING/
BETTER HOMES AND GARDENS AT DOTDASH MEREDITH*



The staff at Good Grit **worked with us tirelessly to make the Longleaf, Georgia brand a standout.** We look forward to working with them again in the future.

JOE NASH

LONGLEAF, GA



Good Grit is a valued partner and instrumental in elevating the success of our festivals. Their team is **extremely talented and easy to work with.**

BONNIE MARQUEZ

*SENIOR VICE PRESIDENT
MARKETING & CORPORATE
DEVELOPMENT AT PREMIER
PRODUCTIONS - A
DIVISION OF LIVE CO.*



Working with Good Grit Agency has been like developing and nurturing a true relationship, not just with our organization, but our community...really listening to one another, putting in the work, and supporting each other. Beyond a brand, we look forward to continuing to work with Good Grit, telling our story.

MIRIAM LEWIS
EXECUTIVE DIRECTOR,
VISIT DUBLIN GA



Good Grit has advanced many different aspects of our business - helping us create a detailed marketing and digital advertising plan, social media management, team building and leadership exercises - **partnering with Good Grit has allowed me to focus as a business owner in critical growth areas.** Very grateful to Good Grit and their entire team!

JEFF TOLBERT JR.
PRESIDENT, TRIDENT MARINA



Good Grit doesn't shy away from our fast-paced and creative chaos; they embrace it. **With a listening ear and an open mind, Good Grit has told our story.** As an event promoter, our goal is to technically "sell tickets," but Good Grit has helped us create experiences.

HOLLIE EVANS
MARKETING & PROMOTIONS COORDINATOR AT PREMIER
PRODUCTIONS - A DIVISION OF LIVE CO.

CASE STUDY

DREAMFIT

Rebranding, brand voice, trade show activations, social media, and communications for a luxury bedding company based in Cullman, Alabama.

THE PROBLEM WE SOLVED

DreamFit is known for its high-quality, innovative bedding products, but its branding and messaging didn't match the luxury and innovation of the product itself. Additionally, DreamFit needed branding, messaging, and packaging for its newest innovation—the Grounding Sleep System—laying the groundwork for a future public launch.

THE CHALLENGE IN SOLVING THE PROBLEM

With an industry trade show at Las Vegas Market just three weeks away, DreamFit needed a complete brand refresh—fast. The challenge was twofold:

- Align the branding with the quality of the product to appeal to both direct-to-consumer (D2C) and retail audiences.
- Position DreamFit as a leader in sleep innovation by highlighting its patented technology and emphasizing rest as a key pillar of health and wellness.

THE STRATEGY

Our first step was understanding the audience—from health-conscious consumers looking for better sleep solutions to retailers needing compelling in-store messaging. Armed with these insights, we built a luxury-forward brand identity that emphasized innovation, craftsmanship, and the science of sleep.

We also established clear, engaging messaging that positioned DreamFit as an expert in sleep wellness rather than just a bedding brand, highlighted the unique innovations and patented technology behind DreamFit's products, and created a compelling narrative around rest as an essential part of a healthy lifestyle.

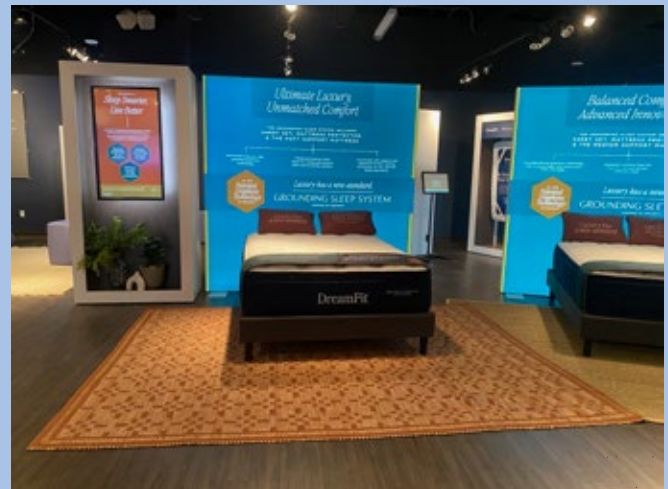
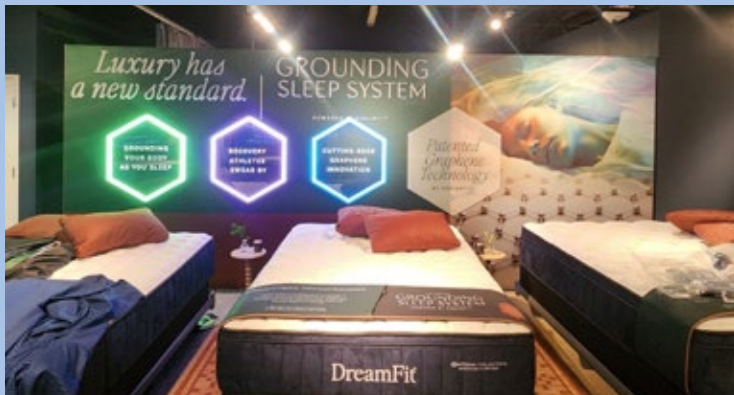
WHAT WE DID

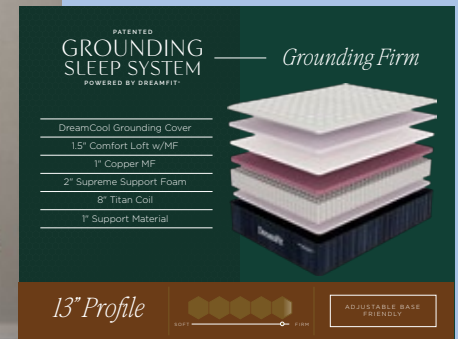
- Brand Architecture
- Audience Segmentation
- Core Values & Mission
- Tagline Development
- Brand Voice
- Brand Packaging
- Trade Show Signage
- Communications Strategy
- Social Media Refresh

REFRESH & REDESIGN: BRANDING, COPYWRITING, PACKAGING



LAS VEGAS MARKET DISPLAY ROOM REDESIGN & OVERHAUL





RESULTS

DreamFit successfully unveiled its new brand packaging at Las Vegas Market, reinforcing the luxury, innovation, and quality that define the brand. The refreshed messaging resonated with both consumers and retail buyers, positioning DreamFit as a leader in sleep innovation. The launch generated strong engagement from key industry players, with over 200 visitors to the market display room, including major retailers such as Mattress Warehouse, Haverty's, and Miskelly's. The DreamFit team also secured valuable press opportunities, landing interviews with top industry publications like Furniture Today, Bedding News / Home News, and Nationwide. Additionally, the team collected 164 industry emails, expanding DreamFit's network and strengthening relationships with potential partners and buyers. Beyond the successful trade show debut, this campaign laid the groundwork for the highly anticipated public launch of the Grounding Sleep System, setting the stage for continued brand growth and market expansion. DreamFit's rebrand delivered immediate impact and established a strong foundation for its future in the luxury sleep market.

CASE STUDY

VISIT MISSISSIPPI

Social media content, editorial content, photography, campaign building, and video content for Visit Mississippi.

We joined forces with Visit Mississippi to shine a light on what makes the state special and get more folks excited about visiting.

THE PROBLEM WE SOLVED

Mississippi's got so much to offer, but not enough people were noticing. We wanted to create something that not only showed off Mississippi's best, but also got people talking and wanting to see it for themselves.

THE CHALLENGE IN SOLVING THE PROBLEM:

Crafting content that truly captured Mississippi's vibe and got it in front of the right eyes. We needed to dive deep, really getting to know the places and faces of Mississippi, and then share those stories in a way that resonated with everyone—from locals to potential visitors far and wide.

WHAT WE DID

- Social Media Content
- Editorial Content
- Photography
- Campaign Building
- Video Content





Pedaling Progress

WORDS BY JAKE SAMPLE

Mayor Gene McGee's Trail to Transformation in Ridgeland

In Ridgeland, Mississippi, where the historic Ross House once stood, Mayor Gene McGee is pedaling a path of positive change. Meet Mayor Gene McGee, a visionary and dedicated leader whose tireless efforts have transformed Ridgeland into a thriving hub of progress, health, and community spirit.

Every morning, Mayor McGee mounts his bike to journey along the scenic McNeel Trail. It's not just a ride; it's a statement—an embodiment of his philosophy for healthy living in a region known for its rich history. "I first became interested in biking in 1997 after I signed up for one of our City's premier cycling events—the McNeel Trail Century Ride. Initially, I wanted to participate in the ride to simply promote the event, and I signed up for the 25-mile route using a bike I borrowed from a good friend," says McGee. "Now, this cycling has become a big part of my life and, on average, I ride more than 100 miles per week."

His commitment to well-being goes beyond exercise. Mayor McGee and his wife, Anna, proudly embrace a vegan lifestyle, championing plant-based health, wellness, and a kinder atmosphere. Caring for the well-being of their community.

To the community, Mayor McGee is not just a leader; he is a symbol of resilience and forward thinking. His passion for riding extends beyond his morning rides; he has become a local cycling community. In fact, a local club has been named in his honor—the "McGee Longhorns"—a challenging club that pushes the boundaries of cycling. This role has become an integral part of the service he has received as the Ridgeland Mayor. His Trail, an event that celebrates not only the

trail of biking but also the sense of community that Mayor McGee has cultivated.

Under his leadership, the City of Ridgeland has earned the prestigious title of Bicycle Friendly Community since 2016. "The City's dedicated transportation plan includes the requirement of incorporating bikes on any new street that is built, and our goal is for every citizen to be able to get on a trail safely and enjoy their ride," says McGee. Ridgeland has also been designated "Free City USA" since 2018, recognizing the city's dedication to preserving its natural beauty.

For the past 21 years, Mayor McGee's guidance and business acumen have been instrumental in shaping Ridgeland into a model city. His belief in planning for growth and sound financial management has positioned the city to seize opportunities and maximize its potential. The City of Ridgeland boasts a variety of programs and activities, including bike and walking trails that draw residents and visitors alike. "Our trails offer a beautiful and safe space for our residents and visitors to enjoy outdoor activities," says McGee. "There's something for being the healthiest community in Mississippi, in North America, and even a 'Free City USA'."

Mayor McGee's journey is not just about politics; it's a narrative of passion, perseverance, and progress. As Ridgeland grows under his leadership, it serves as an inspiration for others, showing that even in the face of challenges, change is not only possible but achievable through dedication and a shared vision. Mayor McGee has built a legacy that extends beyond politics—a legacy of health, community, and a brighter future for Ridgeland and the South at large.

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The Gathering Place

The Legacy of Community in Corinth

Corinth might be the only town in Mississippi where the walls and the ground tell the story of the town's history. Abe's Grill, the great restaurant and bar, has been a part of the town's history since 1964. After opening their place, many happy patrons, including the town's mayor, have gathered there for a meal. The grill has been a part of the town's history since 1964.



Decision, later, guests continue to bring in their cars for parking and have still remained after the first meal. The grill has been a part of the town's history since 1964. After opening their place, many happy patrons, including the town's mayor, have gathered there for a meal. The grill has been a part of the town's history since 1964.

The town's history is a story of the town's history. The town's history is a story of the town's history. The town's history is a story of the town's history. The town's history is a story of the town's history.

and no less than 2000. The grill has been a part of the town's history since 1964. After opening their place, many happy patrons, including the town's mayor, have gathered there for a meal. The grill has been a part of the town's history since 1964.

Abe and Terry, who have been running Abe's Grill since 1964, have been a part of the town's history since 1964. After opening their place, many happy patrons, including the town's mayor, have gathered there for a meal. The grill has been a part of the town's history since 1964.

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OXFORD Odyssey

Pioneers Shaping a New Narrative in Mississippi

WORDS BY AMBLY DICKS

Oxford, Mississippi, is a vibrant hub of innovation and creativity. It's a place where the past meets the future, and where the community is shaping a new narrative. The town's history is a story of the town's history. The town's history is a story of the town's history. The town's history is a story of the town's history.

Chond Revere, Bob Foster and Thomas Alexander (shown above)

Thomas Alexander, Bob Foster, and Chond Revere are the founders of the town's history. They are the town's history. They are the town's history. They are the town's history. They are the town's history.

Ben Austin Abbott

Ben Austin Abbott is a vibrant leader and author based in Oxford, Mississippi. He is the town's history. He is the town's history. He is the town's history. He is the town's history. He is the town's history.



Bob Foster and Chond Revere

Bob Foster and Chond Revere are the founders of the town's history. They are the town's history. They are the town's history. They are the town's history. They are the town's history.



Chond Revere

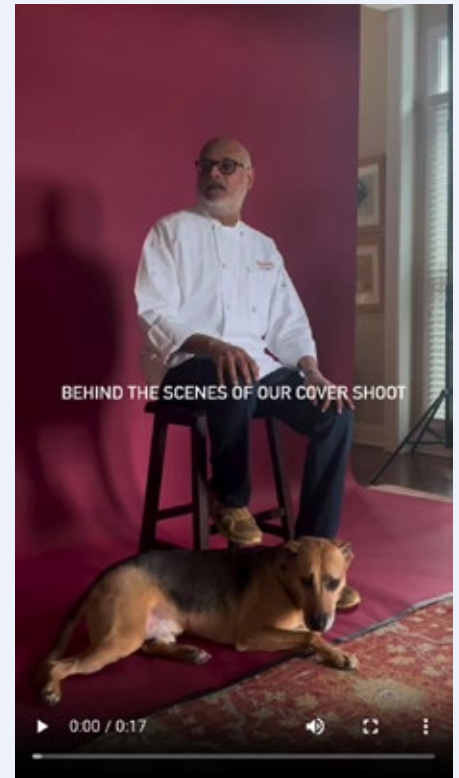
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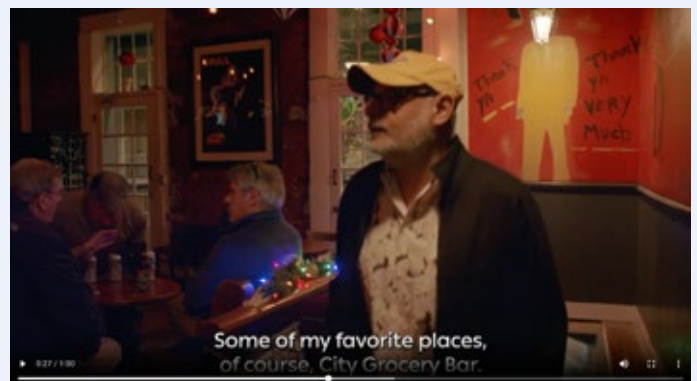
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SOCIAL MEDIA CONTENT



VIDEO PRODUCTION



RESULTS

We launch our campaign with a collaborative Instagram Reel with Visit Mississippi. By putting Mississippi's charm and diversity front and center, we garnered over 40,000 views and 2,500 interactions, laying the groundwork for more promotional work to boost Mississippi's tourism scene even further.

CASE STUDY

DUBLIN, GEORGIA

OVERVIEW

Branding, digital marketing, and community engagement for the unified rebranding of Dublin, Georgia, encompassing city governance, tourism, and downtown revitalization.

Dublin approached us with the challenge of lacking a cohesive brand identity that unified its three governmental agencies, hindering effective communication and community representation.

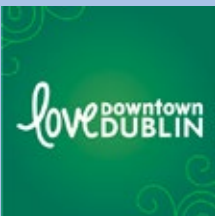
THE PROBLEM WE SOLVED

We addressed the fragmented brand presence by crafting a unified brand strategy that effectively represented all facets of Dublin and Laurens County, enhancing their collective image.

THE CHALLENGE IN SOLVING THE PROBLEM

The city faced inconsistent messaging across multiple platforms and lacked a clear understanding of its target audience, which made it difficult to project a unified community image and attract tourists.

Before Good Grit Agency



WHAT WE DID

- Comprehensive Brand Strategy
- Rebranding
- Community Engagement Initiatives
- Digital Marketing Campaigns
- Social Media
- Newsletters
- Launch Press Release
- In-depth Market Research and Audits

CLIENT TESTIMONIAL

"Working with Good Grit Agency was, and continues to be an absolute thrill! Fueled by creativity, their dedication to every project has led this relationship from work, to it works if you work it!"

Miriam Lewis, Executive Director of Visit Dublin



Rebranding





Print Ads

Good people play here.

Visit Dublin
GEORGIA

You're never too old to play, but sometimes it can be hard to remember to let your inner child loose. In Dublin, we're all about smile lines, belly laughs, and twinkles in your eye. Indoor activities or outdoor adventures, you'll feel like a kid again in no time.

Ready to go? Head to VisitDublinGA.org

Adventure in the heart of Georgia.

Visit Dublin
GEORGIA

Our city is the perfect destination for a family vacation filled with warm memories and nostalgic moments—splash through the water park, explore the local farmers market, or stroll through the downtown streets on First Fridays. Take a break from the fast-paced world and create precious memories with your family that will last a lifetime. In Dublin, you'll discover the true meaning of Southern hospitality.

Ready to go? Head to VisitDublinGA.org

Good people eat here.

Visit Dublin
GEORGIA

Good people love good food, and we've got the best. From nationally-acclaimed pizza to comfort food straight from the bayou, you can dig into deliciousness in Dublin.

A must-stop between Atlanta and Savannah!

Check out a few of Dublin's Can't-miss Restaurants!
Just off exit 51 on I-16

- LOU ANN'S** A beloved Dublin institution, Lou Ann's is known for serving up mouthwatering Southern breakfasts with a dash of homemade goodness. Step into this cozy diner and be greeted with warm hospitality as you indulge in must-have comfort classics...the legend of Georgia, Lou Ann's has given us the best of both worlds: Southern food and experience in a true taste of home.
- MAMA P'S** Discover the taste of Louisiana right in the heart of Dublin, GA. This Southern-inspired restaurant takes you on a culinary journey with their authentic Cajun dishes. The casual and cozy atmosphere is the go-to for locals, but every bite at Mama P's is a delightful reminder that authentic Cajun food is a delicious dining experience at this hidden gem.
- MINUTE GRILL** Local favorite, Minute Grill is the go-to spot for delicious burgers, hot dogs, and more. The friendly staff makes it easy to find what you need, and the outdoor patio is perfect for a picnic. Whether you're a local or a visitor, Minute Grill delivers on taste and hospitality, making it a must-visit destination for quick and satisfying meals in Dublin.
- SOCIETY KAFFE** Society Kaffe is the place to be. This boutique coffee shop is a hub for coffee lovers, bookworms, and local businesses. It's a perfectly brewed atmosphere or maybe in a sense, it's a place that has everything you need to thrive. Society Kaffe is the perfect spot for a coffee, a book, and a moment of peace in the heart of the city.

Hungry for more? Head to VisitDublinGA.org

Billboards

Visit Dublin
GEORGIA

EXIT 222

Good people eat here.

Digital Ads

Refuel & Recharge

Visit Dublin
GEORGIA

Rest & Relax

Visit Dublin
GEORGIA

Score big!

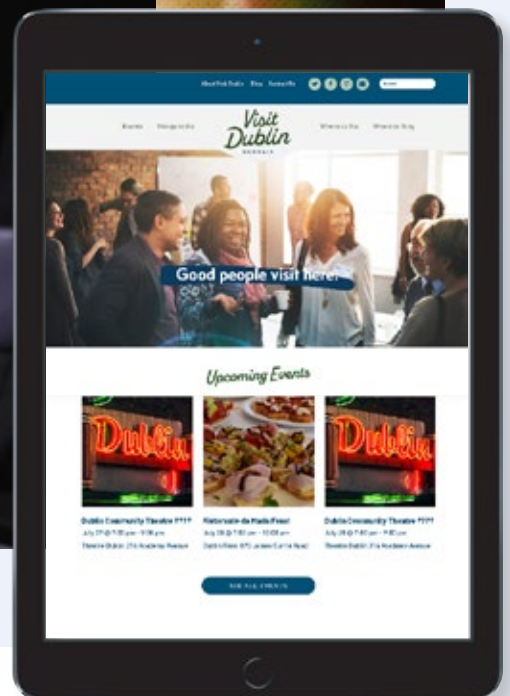
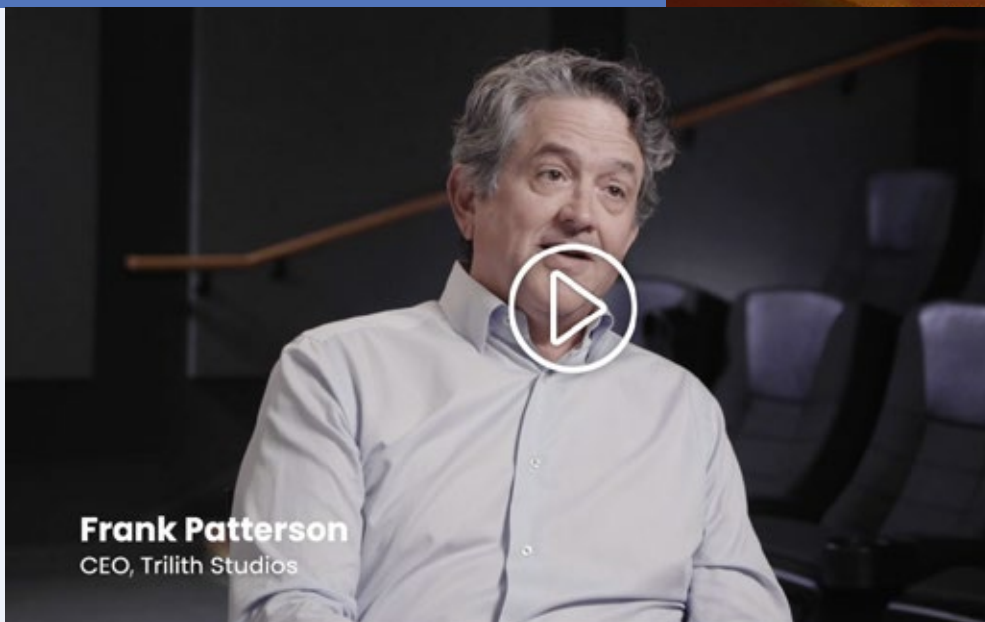
Visit Dublin
GEORGIA

Game on!

Visit Dublin
GEORGIA



Watch the video here:



RESULTS

The community branding project for Dublin yielded significant results, positively impacting the city's image and perception among both residents and visitors. The community responded positively to the new branding, with the voice and vision of Dublin resonating with the local population. This engagement strengthened the sense of community pride and identity.

After completing our work with Dublin, Visit Dublin retained us for further creative work, including a full website redesign, monthly social media content, monthly newsletters, and other marketing materials in order to continue growing their brand recognition across the state and beyond.

CASE STUDY

PEPSI ROCK THE SOUTH 2021, 2022, 2023 & 2024

OVERVIEW

Branding, digital marketing, social media management, influencer marketing, and on-site activations for a three-day festival put on by Premier Productions in Cullman, Alabama.

The client came to us with a legacy event that needed to be relaunched after COVID.

THE PROBLEM WE SOLVED

We worked with the client to reignite the audience and rebuild the community after a global pandemic.

THE CHALLENGE IN SOLVING THE PROBLEM

Not only did the client want to bring the festival back to pre-pandemic levels, they also wanted to create sustainable growth and expand from a 2 to a 3-day event.



2021, 2022 & 2023 Brand Refresh

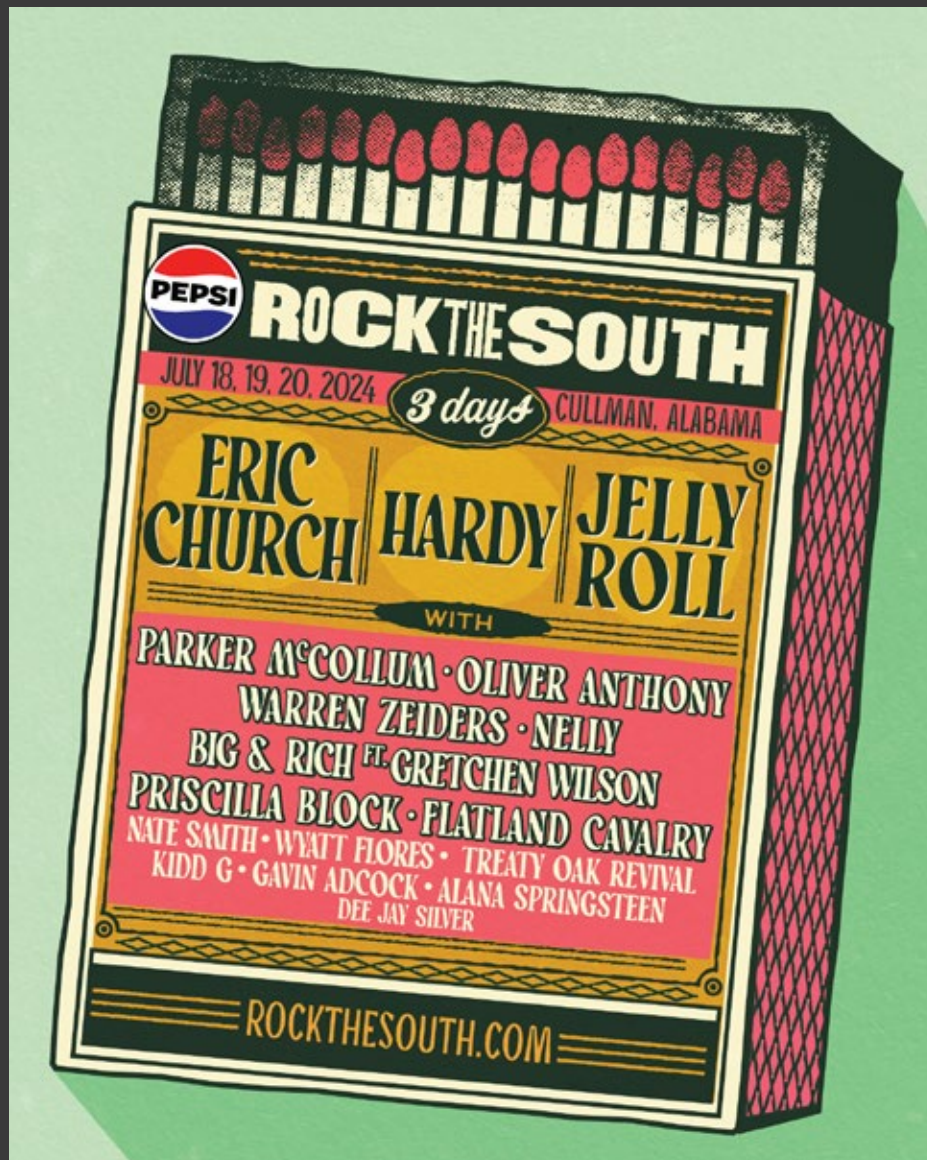
WHAT WE DID

- Rebranding
- SEO
- Social Media
- Contests
- Video
- Influencer Marketing
- Digital Advertising
- Text and Email Marketing
- On-site Activations

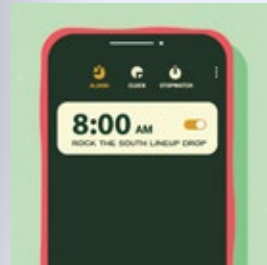
CLIENT TESTIMONIAL

"Good Grit doesn't shy away from our fast-paced and creative chaos; they embrace it. With a listening ear and an open mind, Good Grit has told our story. As an event promoter, our goal is to technically "sell tickets," but Good Grit has helped us create experiences."

Hollie Evans, Marketing & Promotions Coordinator at Premier Productions - a division of Live Co.



2024 Social Media



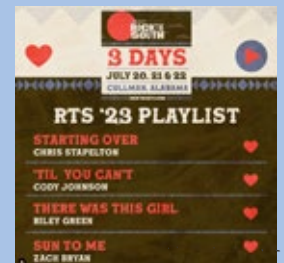
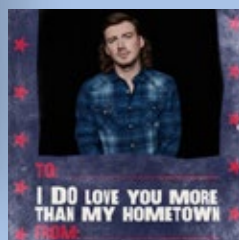
2021 Social Media

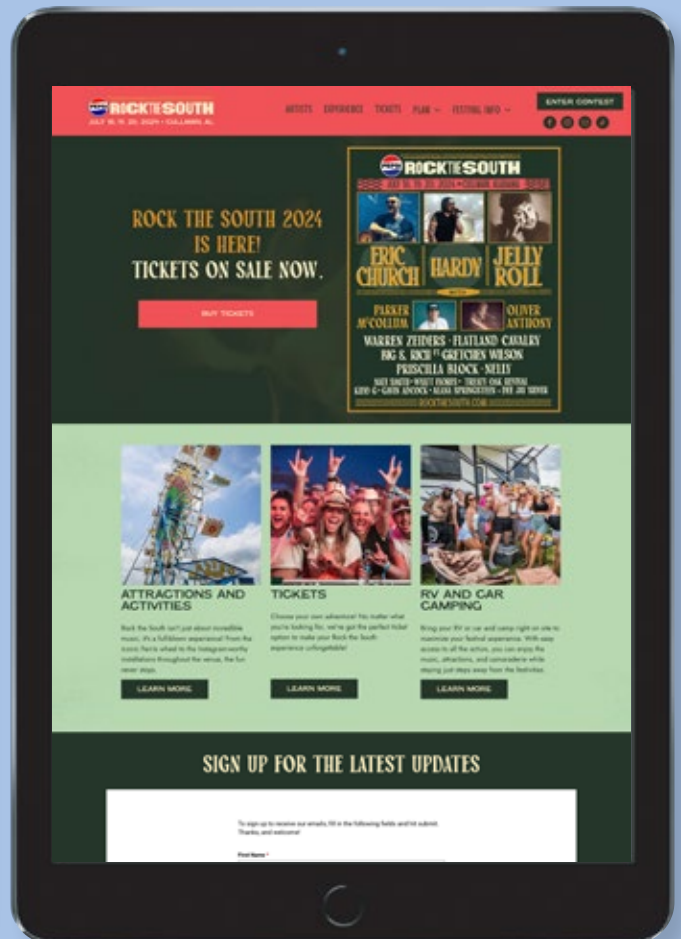
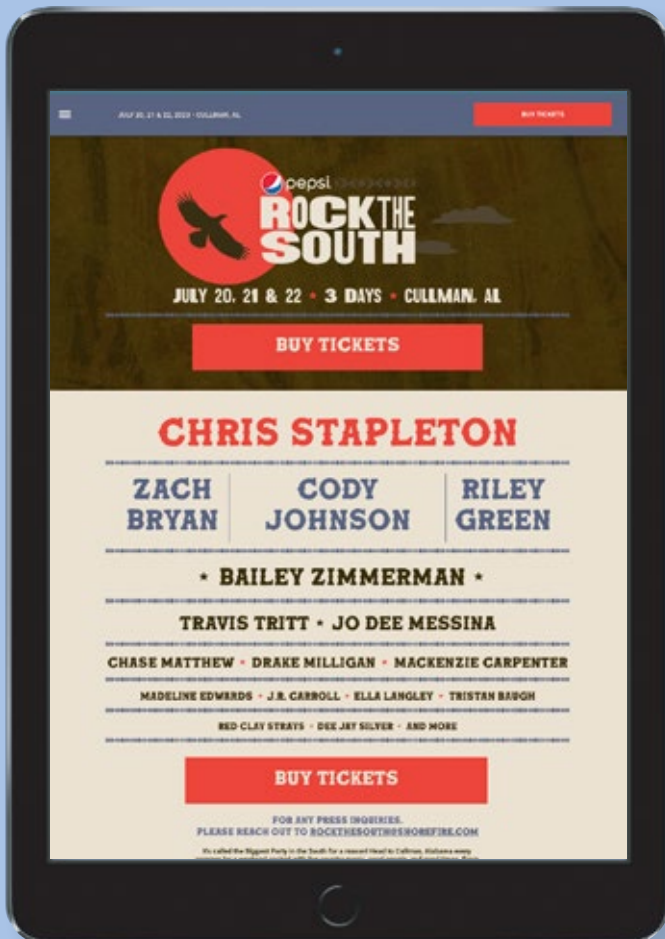


2023 Social Media



2022 Social Media





Billboards



2021 Merch



2022 Merch



2023 Merch



2023 Saturday Recap Video



Watch the video here:



2024 Launch Video



Watch the video here:



RESULTS

Implementing our strategy increased the captive audience across social channels by 45,000+ on Instagram alone. Through our influencer network, we had a festival reach of millions, and we garnered hundreds of thousands of organic impressions on social media for the festival sponsors. The festival was able to expand to 3 days in 2023—and sold out—with expanded ticket tier options and more activations. The growth also allowed the festival to increase their nonprofit donations, totalling over 1.5 million dollars, as well as creating almost 20 million dollars in economic impact on the local market. We are excited to continue growing with Rock the South in 2024.

The powerhouses behind Good Grit Agency

Our team runs on grit—driven to create work that matters. We help brands find their voice and tell stories that inspire action and spark change. Every win is collective—powered by creative minds who dream big and deliver.



LAURA QUICK, FOUNDER

After two decades in marketing and brand storytelling, Laura has developed a sixth sense for spotting the story inside a business and knowing exactly how to bring it to life. As the founder of Good Grit Agency and Good Grit Magazine, she's worked across tourism, government, hospitality, and wellness, helping organizations turn ideas into stories people actually connect with. Laura is known for asking the kinds of questions that make clients pause, think, and ultimately get clearer about what they want to say. Her real talent is making sure every story is backed by strategy and built to drive results.



SAMANTHA SOUTHERLAND, CEO

Samantha is the kind of leader who can spot inefficiency from across the room and fix it before anyone else notices. As CEO of Good Grit, she steers company vision, strategy, investments, and growth decisions with a steady mix of creativity and operational instinct. She's known for helping organizations stop spinning their wheels and start moving forward with clarity. Her philosophy is simple and non-negotiable: if it doesn't increase revenue, simplify systems, or elevate the client experience, it doesn't stay.



SHIVANI ZUPPARDO, CHIEF CREATIVE OFFICER

Shivani brings the rare combination of big-picture imagination and exacting execution. With over 16 years in branding and visual storytelling, she's led creative teams for Grammy-winning artists and globally recognized brands, but she approaches every project with the same curiosity and care. Shivani has a knack for translating abstract ideas into visuals that feel immediate, emotional, and unmistakably on-brand. She's the steady creative force making sure the work is beautiful, thoughtful, and delivered right on time.



SARAH MARGARET SHELTON, CHIEF RELATIONSHIP OFFICER

If there's one person who can walk into a room and make everyone feel like they're in good hands, it's Sarah Margaret. With seven years in agency and media work, she's built her career on trust, communication, and follow-through—the three ingredients clients remember long after a project wraps. She works closely with nonprofits, cities, and businesses to translate their goals into clear plans. Around here, she's known as the relationship engine: the one making sure every partnership runs smoothly and every client feels heard.



ASHLEY LOCKE, CONTENT STRATEGIST

Raised in Nashville and shaped by Mississippi's rich storytelling tradition, Ashley has always been drawn to the power of words. With a background in editorial and marketing, she now leads content strategy at Good Grit, helping clients connect their message to the right audience at the right moment. She's the one asking: Does this sound like you? Does this connect? Does this work? From shaping brand voices to mapping customer journeys, she's passionate about turning great stories into meaningful results and making sure every sentence pulls its weight.



CAT BARNES, LEAD DESIGNER

Cat sees the world in layouts, color palettes, and composition lines. With nearly a decade of experience across editorial, marketing, and entertainment design, she's built a reputation for turning brand strategy into visuals people can't ignore. As Lead Designer, she oversees everything from campaign graphics to photo direction, making sure every visual detail feels intentional and aligned. She's known as the one who can spot a design flaw from ten feet away and fix it in two seconds.



BRITTANY TSOI, JUNIOR DESIGNER

Brittany is a designer through and through. If it involves visual storytelling, she's in. A Georgia State graphic design grad with five years of experience, she loves everything from typography to branding systems to infographics that actually make sense. She's especially passionate about making design accessible, approachable, and meaningful for any audience. Her adaptability and curiosity mean she's always ready to jump into a new creative challenge and make it look easy.



MARY GRACE MYRICK, CLIENT OPERATIONS MANAGER

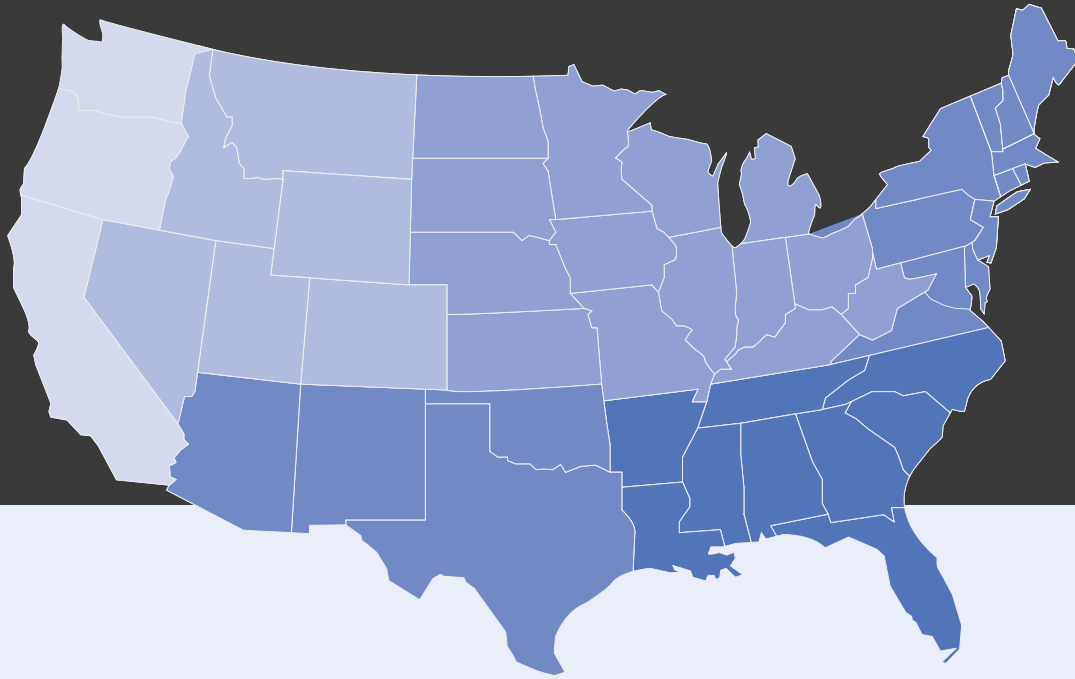
Every creative team needs someone who can keep big ideas organized, and Mary Grace is that person. She oversees timelines, deliverables, and internal coordination so projects move from kickoff to completion without chaos. Detail-driven and steady under pressure, she's the quiet force ensuring everyone has what they need exactly when they need it. When something launches smoothly, chances are Mary Grace had a hand in it.



AMBER LAMB, OPERATIONS ADMINISTRATOR

Every strong team needs someone who sees the moving pieces, and knows how to make them move better. Amber brings over a decade of leadership and operational experience to Good Grit, with a background in managing pharmacy teams across North Alabama. Now, she is our systems thinker behind the scenes. She builds the structure that allows creativity to thrive, ensuring processes are documented, timelines are respected, and nothing slips through the cracks.

In addition to our remarkable team, Good Grit Agency is bolstered by a network of over 200+ writers, photographers, copywriters, storytellers, and videographers located across the United States.



FEATURED WRITERS



JAVACIA HARRIS BOWSER
BIRMINGHAM, AL



MARILYNN LOKELANI HOWE
DALLAS/FORT WORTH, TX

FEATURED VIDEO



AJ PARKER
FAYETTEVILLE, GA



ANDY KAEFER
ATLANTA, GA

FEATURED PHOTO



ARI SKIN
ATLANTA, GA



TERRI GLANGER
DALLAS, TX

Possibilities Unlocked

At Good Grit Agency, we believe that every brand, business, and organization deserves the opportunity to thrive—regardless of size, industry, or budget. Whether you're a small business, a fast-growing startup, a nonprofit, or an established company looking for a refresh, we create custom strategies that align with your unique goals and set you up for lasting success.

STRATEGIC SOLUTIONS, SCALED FOR YOU

Your size should never limit your ambitions. We partner with brands of all kinds—helping them refine their identity, amplify their message, and connect with the right audience. Our expertise in branding, storytelling, and marketing allows us to design solutions that fit your needs, ensuring that businesses, organizations, and initiatives of all scales can unlock their full potential.

We also recognize that budgets vary, and we've structured our offerings to provide high-impact strategies at every level. Whether you need a full-scale rebrand, a strategic marketing plan, or fresh creative content, we work within your resources to deliver solutions that make an impact. Our goal is to turn challenges into opportunities and ideas into realities, ensuring that every client we partner with gets the recognition and results they deserve.



Services & Starting Rates

Whatever your field—be it retail, tech, healthcare, or beyond—we've got a toolbox brimming with services tailored just for you. Need to fire up a full-scale marketing campaign? Or maybe some snappy digital content? We've got you covered. We're all about flexing to fit your needs and moving at a pace that keeps up with the ever-changing market.

BUSINESS STRATEGY WORKSHOPS

STARTING AT \$1,495

Fully auditing business structure & practices
Full 30-60 day go-to-market strategy

CORE VALUE CURATION

STARTING AT \$1,495

Workshop to understand core values of entity
Curation of 3-5 core values for business

MONTHLY SOCIAL CURATION & MANAGEMENT

STARTING AT \$1,495

Regular monthly check-ins to keep us fully aligned on all upcoming content initiatives.
Monthly creation of graphics, reels, and videos by the Good Grit team - quantity dependent on package
Active community interaction and engagement across your social platforms.
Regular updates and content sharing to keep your audience engaged and informed.

MONTHLY SOCIAL CONTENT CURATION

STARTING AT \$1,295

Monthly creation of graphics, reels, and videos by the Good Grit team - quantity dependent on package

WEBSITE DESIGN

STARTING AT \$9,995+

This process encompasses the creation of website architecture, the design of wireframes, crafting compelling copy, and comprehensive website development.

FULL BRANDING PACKAGES

STARTING AT \$7,495

Discovery & Audit: We'll begin by posing four critical questions to thoroughly assess the project. From there, we'll develop precise action steps to address each issue identified under broken and missing.

- I. What is RIGHT?
- II. What is WRONG?
- III. What is MISSING?
- IV. What is BROKEN?

Brand Design: Concepting logos, colors, and fonts to encapsulate your brand's visual identity.

Brand Voice: Establishing a clear and consistent tone that reflects who you are, what you do, and what you stand for.

Brand Story: Defining the core "WHY" behind your creative assets to resonate with your audience and reinforce your brand's purpose.

BRAND REFRESH & ENHANCEMENTS

STARTING AT \$4,995

When a complete branding overhaul isn't necessary, our team can step in to rejuvenate your brand's visual elements like colors and fonts. This approach allows us to refresh your brand's look while keeping your established logo intact!

AD MAT / CAMPAIGN CURATION

STARTING AT \$4,995

When brands, companies, or artists kick off marketing campaigns, we blend strategic insight and creative ideas to effectively bring these initiatives to life.

Strategy Workshops

Campaign / Ad Mat Curation

SIGNAGE, SCREEN, AND STAGE SCRIM PACKAGES

STARTING AT \$3,995

Curation of all signage and screens for every in-person and virtual event, ensuring a cohesive and impactful visual experience.

HYPE VIDEOS

STARTING AT \$3,995

Producing dynamic hype videos for campaigns, festival launches, and more.

Handling content development, editing, and adaptation across multiple format versions.

PHOTO AND VIDEO SHOOTS

HALF DAYS STARTING AT \$1,995

Our team sources photographers and videographers, providing detailed shot lists, clear direction, and professionally edited deliverables.

PROPOSALS & BRAND DEAL PITCH DECKS

STARTING AT \$3,995

Develop decks to propose collaborations and mergers.

Includes professional copywriting and design services.

INFLUENCER MANAGEMENT

STARTING AT \$7,995

Identifying and sourcing influencers tailored to your brand and audience.

Establishing influencer compensation and trade agreements.

Maintaining clear and consistent communication with all influencers.

Setting specific deliverables for influencer collaborations.

Ensuring accountability and adherence to agreements among influencers.

CREATIVE PROJECTS

STARTING AT \$150/HOUR

For any additional creative projects you may need assistance with—murals, conference booth designs, merch, landing pages, brochures, and more—we offer customized quotes tailored to each specific project.



we are
**CREATIVE
REBELS**
on a
MISSION

Let's grow together.

Partner with Good Grit to co-create a vision
for your brand's future.

Sarah Margaret Shelton
smshelton@goodgritagency.com
706-499-1300

Good Grit

goodgritagency.com