





UHO, UHAT, **GUHU.**



Through our years of experience, the 323 Media marketing team is a mix of employees, contractors and highly-vetted vendors prepared to deliver a full-service marketing experience. Often seen as an on-demand marketing department, the team is ready to help accomplish your marketing goals.

Focusing on long-term brand building exercises, our team thrives when working with brands that are ready to grow their business. We believe all efforts lead back to the building of the company, whether that is increasing brand awareness, gaining new business or engaging with target audiences.

Our key objective is to design marketing solutions that create improved user experiences. From physically doing this in retail spaces, to digitally creating engagement on social media and integrating virtual reality into our content marketing, we are with you every step of the way.





UHAT UE OFFER.







Your customers and prospects are probably spending more time on social media than they should. You should be there too - at least your brand should. Connect with a mix of great organic content and strategic paid ads to stay top of mind, encourage engagement, and create a community.



CONTENT MARKETING

The icon isn't wrong, content marketing does make us happy and it should make you happy as well. The outcome is a better user experience and a depth to your marketing that increases brand awareness, boosts SEO and facilitates inbound leads. We have a process to build out your brand and give you the authority in your industry.



CONTENT WATERFALL

Have you ever wanted to be everywhere at once? Us too. That's why we created a content repurposing platform that allows your video or audio to turn into articles, guest blog posts, graphics, infographics, video snippets and social content. We call it the content waterfall and we're looking forward to seeing how your existing content can be amplified.

SOCIAL MEDIA







What good is your company, website, or social media of nobody sees it? We can get you seen through strategic advertising, however, long term you want to be found on Google ahead of your competition. Search Engine Optimization is an investment into your business because it proves your market share through brand recognition, industry relevant and authority.



DESIGN

Our design team creates everything from logos to full websites that make your company shine. Whether you're looking to launch with a great brand or refresh your look, our team is there to bring you and your company to life visually.



E-COMMERCE

Did you know our two founders both started their careers in retail? It's true. It's also been a logical progression for them from retail to e-commerce, understanding how the best concierge-like experience on the retail floor can translate to a great online shopping experience that generates more sales, increases conversions and has more happy unboxing moments for your customers.





YOU





PARTNERS IN GLIMB **FORWARD FOUNDATION'S ONE DAY ONLINE FUNDRAISER**

THE CHALLENGE:

Pivoting planned events and activities to meet the expectations of supporters during COVID-19.

THE SOLUTION:

Creating a fundraiser that is virtual meant there needed to be a level of engagement that could mirror the level of events Forward Foundation had held in the past. Starting with one supporter, Marco Lam, putting his hand up to suggest a Virtual Cycling Challenge and being the one cycling, we created the platform around him to capture interest, accept donations and live stream the event.

STATS:













Farmers

Since 2009, Bonnefield with Canadian farmers to help them grow, reduce debt, and finance

Long-Term Partnerships

ests of Canadian farm families. As such, since 2009, Bonnefield has been creating long-term finar nadian farmers through two primary programs: Farmland Lease Financing and Land-Unit Exchange.

Investing in Farmland

nd is regarded by some as one of the safest and most fundamental long-term s farmland, in particular, is poised to benefit from a number of converging macroeconomic, climate, and demo impact the world's food supply in the years and decades ahead.

Bonnefield's approach is to partner with progressive, growth-oriented Canad them grow, reduce debt and finance retirement and succession. Our ultimate goal is to promote sound farm practices, help improve operator efficiencies and protect the integrity of Co and enhancing long-term returns for our investors.

Farmland Lease Financing Program

ancing for farmers, dedicated to preserving far st provider of land-lease fir Canada. We partner with progressive farm operators – who embrace technology and recognize farming lifestyle - and who are interested in long-term relationships.

As part of our lease, we expect farmers to follow a set of farm m

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low one farmer expande his business by finding a partner that helped him grow on his own terms



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ecting Their Pec f Pickles and Peppe low CanAm Peppers Funded Growth with Bonnefield



Explore All Case Studies







BONNEFIELD

BRINGING THE BRAND TOGETHER

THE CHALLENGE:

After operating for many years, the marketing and sales tools weren't consistent.

THE SOLUTION:

Refreshing the brand identity and creating guidelines for all marketing assets to unify the look and feel. From a press release, research report and website; the brand is clear, recognizable and represents their position as market leader in agricultural investing.























SIERRASIL

APPEALING TO A BIGGER AUDIENCE

THE CHALLENGE:

Creating a social media strategy that is ongoing with a limited line of products while staying fresh and engaging.

THE SOLUTION:

Focusing on lifestyle, seasonal activities and testimonials, the posting has become a fun mix of posts and contest that doesn't feel expected. From different activities and foods that promote healthy joints to testimonials and tips on enjoying life, the @sierrasil accounts add value to their target customers who are on social.







Services Utilized



SERRASIL

STREAMLINED E-COMMERCE FOR EVERY CUSTOMER

THE CHALLENGE:

Multiple websites with different information based on jurisdiction regulations meant customers could not easily find the right products to purchase.

THE SOLUTION:

Creating a single e-commerce platform that filters customers automatically by country to the right e-commerce store for consumers or wholesale orders. The simplicity of the website is complemented by automation behind the scenes to keep processes catered to each users location. This respects the wishes of the Canadian and USA regulators and allows efficiency with orders placed by customers.







Services Utilized



GIFTS OF CASH, CREDIT CARD OR CHEQUE A POWERFUL AND SIMPLE GIFT

Gift of cash, whether by cheque, credit card, or currency are popular ways to support meet our most urgent needs and carry out our mission on a daily basis. By making an i have the opportunity to see your generosity in action and will also receive an official ch

A cheque is treated as delivered on the day it was mailed. (For example, a gift sent by as a charitable donation in that tax year, even if it is not received until January.) Gifts o made on the date the transaction took place.



There are several other ways to make cash donations as part of the gift types below. To learn r

Ways to Use Cash

- A gift in your will.
- A charitable remainder trust A donor-advised fund.
- An endowed gift.

Making your gift

Any gift of cash made now or through your will should be done in consultation with your fami

It is also important for the Golf Canada Foundation to know if you wish to be recognized for yo anonymous. Please feel confident that any request for anonymity will be strictly honoured.

Helpful Resource

Please print and fill out a Giving to Golf Canada Foundation Form (PDF). The completed form gift.

Cash: Complete the donation form and drop off a one-time cash gift in-person at our office lis

Cheque: Complete the donation form and mail your cheque to the office listed below

Credit Card: Please call our office at the number below to provide your credit card number

Please DO NOT mail cash.

**



CONSIDER DONATING PERSONAL PROPERTY OR "GIFT IN KIND"

Gifts such as real estate, photographs, equipment, and books can enhance heritage services such as the Canadian Golf Hall of Fame and Museum or fund specific golf programming. Depending on your wishes and the specific type and nature of the item(s) donated, Golf Canada Foundation may retain the gift or sell it and use the proceeds to support our mission.

Benefits of a gift of property:

- A charitable tax receipt will be issued for the fair market value on the date the gift is transferred
- If the item you are gifting has increased in value since you purchased it, you may be subject to a taxable capital gain; however, the tax receipt you receive for your gift should more than offset any tax payable. You may even have additional tax credits to apply against other income

What happens with a gift of property

When the donation is made, Golf Canada Foundation will either add the donated item(s) to its collection in the Canadian Golf Hall of Fame and Museum, use them for other heritage services initiatives, or liquidate the asset, depending on a mutually agreed-upon course of action

Making your gift

Any gift of property made now or through your will should be done in consultation with your family, life insurance agent, and any other pertinent advisors

Please also contact Joelle Efford, Senior Director of Development for more information and to discuss how you would like the proceeds from your gift to be used

It is also important for Golf Canada Foundation to know if you wish to be recognized for your contribution or prefer to remain anonymous. Please feel confident that any request for anonymity will be strictly honoured.

Helpful Reso

Statement of Intent (PDF) - We would love to know if you have already included Golf Canada Foundation in your estate plans.

Sample bequest language for your Will.

About The Foundation Donate Planned Giving Home

It's quick, easy and only one sentence: "To pay to the Golf Canada Foundation ____% of the residue of my estate [or the sum of ...] This gift is to be used for such purposes and designs as deemed appropriate by the Board of Directors of the Gol Canada Foundation.





We are thrilled you are considering a legacy gift to Golf Canada Foundation that will impact thousands by inspiring young players to build strong core values while living a healthy lifestyle, and supporting our young amateurs as they transition to living their biggest dreams on tour. Whether you are considering a gift in the near future or planning for something down the road, we appreciate your confidence in what we do and can help in selecting the right option that is best for you and your family.

By leaving a legacy gift you will be joining other passionate philanthropists who want to see golf thrive in Canada for future generations. Though we have outlined many options to support the game that provide options for financial and tax benefits it is always important to consult with your financial advisor. The Foundation would be pleased to connect you with a trusted advisor if

CUSTOM OPTIONS TO HELP YOU DECIDE





GIFTS OF CASH

CUSTOM OPTIONS TO HEL OU DECI

FORMATION

GOLF CANADA FOUNDATION

BUILD AN INFORMATIVE WEBSITE TO HELP DONORS WITH THEIR PLANNED GIVING TO GOLF CANADA

THE CHALLENGE:

Create a user friendly experience for a complex set of information.

THE SOLUTION:

Creating a micro-site to filter and sort information was developed to be an extension of the current website, yet keep the focus on the planned giving content. Creating a road map of information, we were able to make a complete transformation of how the content was filtered and divided to easily be found without excess scrolling or clicking to multiple pages.







STEELIX

BRINGING THE VISION TO LIFE

THE CHALLENGE:

A new company bringing their first product to market needs a professional and polished tool to explain the vision and long term prospects.

THE SOLUTION:

Designing a brochure that tells a story, paints a picture of the future and lays out the pieces that get from vision to reality was a tall task. Approaching this with all stakeholders involved meant the brochure was authentic. What shows here is a start of what's to come and will be updated as each identified milestone is hit to show the plan is in motion with momentum.





































DUBH LINN GATE VANGOUVER

BRING THE PARTY TO SOCIAL MEDIA

THE CHALLENGE:

How to increase guests and loyalty?

THE SOLUTION:

We created a social media calendar that reflected the menu items featured for each day and the reason to come in each day. By posting daily and promoting special events like game nights, live music or trivia, we created an atmosphere on social media that increasingly grew nightly traffic for each event that was promoted. To monitor visits and frequency we also partnered to offer free WIFI at the pub for guests to sign in to receive promotions. This built a list of loyal guests that could be sent coupons or notifications about special offers and events.

STATS:









LET'S UORK TOGETHER.

A partner for all of your marketing needs.

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