

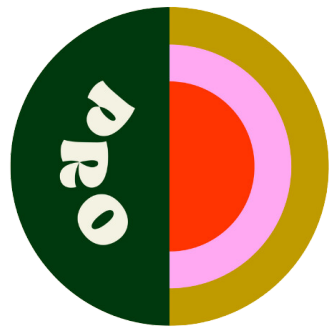
Sēkr Case Study: Enhancing Community and Diversifying Outreach

Initial Challenge: Sēkr needed to grow its community, increase app downloads, and diversify its user base.

Approach: Executed three projects: Project Respect Outdoors (PRO) for equality in outdoor activities, a camper truck initiative to tap into the overland community, and the Fiesta Island Beach Cleanup and Meetup for community engagement.

Results: PRO successfully launched with a retreat, enhancing gender equality dialogue. The camper truck project opened a new revenue stream and broadened user demographics. The beach cleanup event significantly increased community involvement and added 15,000 new subscribers to Sēkr's mailing list.

Project 1: Project Respect Outdoors (PRO)



PROJECT RESPECT OUTDOORS

Overview: A groundbreaking initiative to foster gender equality in the outdoor industry.

- **Strategy:** Organized a retreat in Utah, developing PRO's brand identity and online presence.
- **Impact:** Cultivated a strong community committed to inclusivity, advancing industry-wide conversations on equality.
- **Story:** Imagine the energy at Yonder Escalante as diverse leaders gathered, each bringing unique perspectives to forge a new path in outdoor activities.



Project 2: Sēkr Camper Truck Initiative



Overview: Diversifying Sēkr's offerings to capture the overland market.

- **Strategy:** Collaborated with Super Pacific to design and launch a bespoke camper truck - sponsored \$16K worth of gear.
- **Impact:** Broadened Sēkr's user base and opened new revenue streams.
- **Story:** From concept to reality, witness the transformation of a simple idea into an overland icon, drawing adventurers far and wide.



Project 3: Fiesta Island Beach Cleanup and Meetup



Overview: Enhancing community engagement and environmental stewardship.

- **Strategy:** Organized a beach cleanup with a blend of community interaction and environmental care.
- **Impact:** Amplified Sēkr's community engagement, growing their mailing list by **15,000** and bringing on 7 new business partners.
- **Story:** A day at Fiesta Island turned into a nexus of connection and care, where every participant left with a sense of accomplishment and community.



TESTIMONIAL

“You often hear “human Swiss army knife” on LinkedIn, but Lindsey truly embodies it. Her skills range from events and promotion to partnerships to content to relationship building to strategy to team building to marketing and branding. Her leadership on teams and projects is invaluable. On one of our collaborations, I witnessed Lindsey: singlehandedly ideate a women’s inclusivity community group, organize and plan an onsite retreat, research and develop the necessary partnerships for the group’s success, and then create the group’s brand identity. Perhaps my favorite thing about working with Lindsey is that she delivers results in an approachable, authentic way. All in all, she is a powerhouse professional.”

Nina Rossi | Head of Community @ Sēkr and Award Winning Marketer