



To Whom It May Concern,

I am writing this letter of reference for Loop Marketing, LLC. as we have had the pleasure of working with them for the past 18 months. We initially contacted when we approached them to hire their firm to upgrade our agency website, social media marketing and assist us with rebranding the agency logo. I must admit that I was unaware of how time-consuming and detailed this request could be for us, a smaller non-profit.

After speaking with the owner of the company, Elijah Litscher, I received some amazing news in November 2020, as he offered to do the needed work on the agency website and assist us with our rebranding efforts pro-bono!

Mr. Litscher and his team spent countless hours with us throughout the process of the web design. Specifically, the work included a seven-page website with various subpages that addressed all our programs, a donation button and an events page.

His company also provided us with an Elevated Marketing Program which was a customized ongoing program that focuses on our goals and real results. It included elements of brand positioning, search engine optimization (SEO), content marketing, paid media, influencer marketing, social media, review marketing, and email marketing.

Regarding our rebranding, they showed great patience with us as we had many opinions on design for the agency as well as our Acorn Child Care Center logos, from our Board and staff to assure we had the best new logo. Mr. Litscher and his staff of Samantha DiVincent and Alaina Halsey guided us through the project with great professionalism. In the end they informed us what our agency colors would be, the type of font we should use and many forms of our new logo which included digital and print logos in multiple colors for multiple uses. Observing their process was amazing and gratifying.

Since our work with them our business has never been more successful. All their information was spot-on and aided our smaller non-profit grow into a larger space. We cannot thank them enough for all they have done for us and count ourselves blessed to have such great new friends of the agency.

If I can be of any further information, please feel free to contact me.

Sincerely,

Brendan McCormick
Executive Director

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