



COLIBRI
DIGITAL MARKETING



2022

IMPACT REPORT

WWW.COLIBRIDIGITALMARKETING.COM



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INTRODUCTION

As a certified B Corp, we publish an annual impact report to share with our community of team, clients, online audiences, and the general public. For B Corps, transparency is essential because it keeps us accountable and inspired. We aim to share our successes, failures, and processes so we can all learn and grow together.

2022 was another unusual year. For many, it was a year filled with suspense and doubts. For others, it became an opportunity for reinvention and new beginnings.

For us, this year signified a lot of change, personally and professionally. Our leadership changed, but our commitment to ethical marketing and love for mission-driven brands and organizations remained. This year was a challenge we accepted with grace. It signified an opportunity to put our beliefs into practice and work alongside companies that inspired us to be better every day. Last year, our founder Anna said: “I, for one, intend to find the beauty in even the most difficult changes.” And that’s exactly what we did!

Find out what we accomplished in 2022 by keeping our heads up and putting one foot in front of the other through uncharted territory. Despite all, or maybe because of it, 2022 was a fantastic year for Colibri Digital Marketing.

Here’s to a beautiful new year.

All the best,

#TeamColibri

COLIBRI LEXICON

Just as we've developed our own unique way of looking at the world, we have developed a vocabulary to match:

Charm: A group of colibris dedicated to making marketing more ethical and the world a better place.

Colibri: A valued member of the Colibri Digital Marketing Team.

Colibri Institute: Our favorite way to help the next generation. We offer everyone an equal chance to develop practical and leadership skills through [Colibri Institute](#).

Colibris in Action: Our way to give back to the community and help those who need it the most financially and with our time and efforts.

#LeadWithLove: A philosophy about moving beyond business as usual and bridging to a post-capitalist, post-colonial, post-greed, and destruction world order.

#TeamColibri: A way to celebrate our spirit!

[Learn more!](#)



COLIBRI PROFILE

Ramitha Nagarajan

At Colibri Digital Marketing, I learned a vast array of skills in digital marketing, including keyword optimization, social media scheduling, and search engine optimization for blog articles. I was also given the flexibility to pursue my passion for research by taking on primarily client research-oriented tasks. I always felt supported and had mentors to guide me whenever I struggled. I loved working with Colibri and am so glad I gained the wisdom I did with this internship.

ABOUT COLIBRI DIGITAL MARKETING

Colibri Digital Marketing collaborates with a carefully chosen circle of like-minded clients to create practical, actionable digital marketing plans, uses analytics to understand what's creating success, and during these turbulent times, supports pivots as necessary.

As a full-service digital agency, Colibri Digital Marketing's team of specialists implements industry best practices and the latest marketing technologies to build brands, expand reach, and drive leads and conversions. **Bilingual Marketing is our superpower.**

In business since 2012, first certified as a B Corp in 2016, and a California Benefit Corporation since 2021, Colibri Digital Marketing is San Francisco's first and only **bilingual**, full-service B Corp-certified digital marketing agency. In addition, we are woman-owned and LGBTBE-certified through the NGLCC.

Marketing, by its nature, stimulates consumerism. Therefore, Colibri Digital Marketing seeks to set values and ethics-based industry standards that motivate clients and colleagues to use their power as business owners, brands, and influencers to create a socially and environmentally sustainable present and future. Our goal is to educate, empower, and inspire every individual and business we touch.



Our services include:

- Branding
- Marketing plans
- Websites
- Search Engine Optimization (SEO)
- Social media marketing
- Advertising
- Email marketing
- Content marketing
- Analytics
- Training
- Translation and transcreation

¡Se Habla Español!

Our clients range from socially conscious startups and nonprofits to e-commerce businesses, authors, and brick-and-mortar businesses looking to build their companies through digital marketing transformation. In 2022, we began cultivating nonprofits, B Corps, and mission-aligned businesses that want to leave a mark in their industries.

We use a collaborative approach to partner with people and organizations that need support crossing the digital divide.

BCORP CERTIFICATION

Get all the details about our certification by clicking the image below:

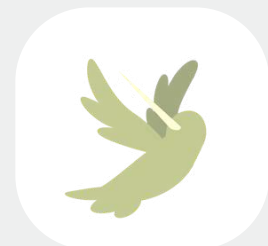


2022 HIGHLIGHTS

- **We changed our team leadership!** Since our inception, our goal has been to support women leaders and encourage their development. This year, we promoted three fearless female professionals from Venezuela who were ready to lead and grow our business, fully aligning with our goal of providing career possibilities to talented experts in low-opportunity communities and countries.
- **Biggest team ever!** We grew the team and expanded our department and services to deliver our best work while providing opportunities to diversity and minority groups. This year, we added six new colibris to the charm!
- **We hosted 12 interns ready to learn more about digital marketing!** Everyone has the right to educate and empower themselves to use technology and digital marketing to their advantage. Our Colibri Institute focuses on educating everyone and anyone who wants to learn more about marketing for good and improve their skills.
- **We committed to a 100% accessible world wide web.** To further this goal, we partner with accessiBe. If you agree, use our [partner link](#) to make your website accessible.
- **We provided over \$50,000 of pro bono services.** We gave back to our community in a big way, supporting global causes and unsheltered communities.

COLIBRI PROFILE

Alexa Vargas



I'm very grateful to have been part of Colibri Digital Marketing and excited to share my journey. Being an intern at Colibri was an amazing experience. They are a Woman-led and certified LGBTBE company which shows their inclusivity and values. I felt very supported throughout my journey and always felt included in everything. Everyone at the company was always very friendly and welcoming. Everyone showed me a sense of community from the supervisors to my colleagues. I learned a lot and I can say that I've gained valuable knowledge, from SEO to writing blogs, working on different projects, implementing and coming up with different brand ideas, and much more. I would definitely recommend interning with Colibri! #Leadwithlove

GOVERNANCE

Since 2012, we have grown from a freelance-style marketing consultancy to, in 2016, a B Corp-certified remote, full-service digital marketing agency. In 2021, Colibri Digital Marketing moved to become a California Benefit Corporation.

#TeamColibri

This year, we hired:

- Laura Soler, Digital Marketing Manager (Latina)
- Alessandra López, Ads Specialist (Latina)
- Jose Ignacio Plessman, Social Media Director (Latino and LGBT)
- Alan Cofrades, Junior Web Developer (Latino)
- Verónica Lima, Digital Marketing Strategist (Latina)
- Daniela Pérez, Social Media Manager (Latina)



This year, we promoted:

- Alessandra Illarramendi from Director of Operations to CEO
- Maria Andreina Pérez from Project Manager to COO
- Andreina Villegas from Digital Marketing Manager to CMO
- Diego Cirigliano, from Graphic Designer to Art Director
- Simón Keller, from Analytics Manager to Analytics Director



GOVERNANCE

We partnered with:

- Unity Web Agency (LGBT woman-owned, B Corp-certified)
- Browne Accounting (B Corp-certified)
- Mariah Nichols (Woman-owned)
- Inbound Back Office (Woman-owned)
- Open Lines (Women-owned, B Corp-certified)
- Laura Thompson (Woman-owned, small business)
- Flo Content (Woman-owned)
- Rising Tide Studios (Small business)
- Cultivating Capital (Woman-owned)
- accessiBe, an AI-powered accessibility app to help achieve the goal of 100% accessible websites. [Learn more](#) about how making your website accessible benefits your business.

COLIBRI PROFILE

Anoushka Patel



As a high school student, I was unsure of the path I wanted to take in the business field. I spent a lot of time engaging in school activities related to business but never anything that would be useful to me in the professional world. I knew that marketing had always stood out to me, so I decided to gain some experience that would guide me in the right direction. During my time at Colibri, I could do this and more. From communicating with other marketing professionals, acquiring important marketing skills, and using my supervisor's feedback to fix my mistakes, I was able to use this internship as a learning opportunity and a source of insight into what I was really passionate about career-wise. Being an intern for Colibri truly has taught me so much more about the business world.

COMMUNITY

We do pro bono work yearly, give to charities, and develop talent. Keep reading to learn about our 2022 community work.

Pro Bono Work

- Provided over \$30,000 in pro bono work to [QuickHaven](#), a benefit corporation seeking funding to create temporary and emergency shelters for people without homes and disaster victims.
- Provided \$9,000 in pro bono work to [Global Partners for Development](#), an NGO that believes community leadership is the key to responsible and sustainable development and that local people have the right to drive change in their schools and communities.
- Provided \$2,000 in pro bono work to [Brethren Community Foundation](#), an NGO focused on benefiting youth and seniors through philanthropic grants to non-profit organizations and individuals of all backgrounds needing financial assistance due to family instability, poverty, and challenges adapting to the community.

Charitable Giving/Political Contributions

- [New Venture Fund](#): \$300
- [Hip Hop for Change](#): \$300
- [WeTheChange](#): \$100



COLIBRI PROFILE

Laura Soler

I am extremely grateful for the opportunity of working at Colibri. From day one, I have felt like part of a team of talented, hard-working, and friendly individuals.

Also, this agency has provided me a framework where I am encouraged to learn, propose my own ideas, and master new skills

COMMUNITY

Volunteer / Education Projects

Colibri Digital Marketing believes in lifelong learning and teaching and learning from others. Through “Colibris in Action,” we believe everyone has a voice to share something we can all benefit from. It’s fun to learn together.

In 2022, we:

- Volunteered at [Menlo College](#) for Mock Interview Day. Each year, employers from around the Bay Area sign up to help Menlo undergraduates practice their interviewing skills in anticipation of their upcoming summer internship search. Our team took the time to meet young professionals, interview them, and give them feedback in preparation for future interviews in their professional fields.
- Sponsored the [Project Calibrate](#) Hackathon, a school project to encourage students to learn about digital marketing.
- Part of our team volunteered at [eVen](#), a Venezuelan project dedicated to providing English classes to remote communities in Venezuela.
- Provided a flexible work structure for #TeamColibri members to complete their education while working.



COLIBRI PROFILE

Siddharth Prothia

Interning at Colibri gave me a new insight on the fundamentals behind digital marketing. I learned how to provide a service that best caters to your clients whether it's analyzing metrics for them or simply incorporating SEO strategies. I also worked with a very diverse group and am thankful to get exposure to different perspectives. I picked up some key SEO skills and learned how to advertise online, which will be helpful in my future projects.



COMMUNITY

Colibri Institute

We are really proud of Colibri Institute. It offers people from all over the world an opportunity to get hands-on experience with digital marketing. We love getting to know new people and watching them flourish.

- Onboarded, trained, and supervised 12 interns (5 bi-racial, 3 Latinos, 1 Asian, 1 African American, and 2 white). Several of our colibris have gone into full-time digital marketing work.

Calling all mission-aligned digital marketing intern hopefuls!

We are always looking for new talent, and we have an official program to support you. If you are interested in an internship, contact andreina@colibridigitalmarketing.com. Join our charm!



ENVIRONMENT

In 2022, we:

- Purchased 100% renewable energy through the city of Oakland's partnership with PG&E.
- Used green servers to power our website and client websites.
- Used a solar panel to charge a backup battery as part of our "move towards solar powering" business.
- Used hydroelectric energy in Venezuela to power our work.

CLIENTS

In 2022:

- 7% of our clients were B Corp certified.
- 53% of our clients were mission-aligned or nonprofit organizations.
- 73% of the businesses we worked with were local.
- 20% of our clients were woman-owned or woman-led.
- 30% of our clients were minority-owned.

COLIBRI PROFILE

Parker Green



I had a great experience getting to know the small but mighty Colibri team that is very dedicated to sustainability and inclusivity in their values! I hope I get the opportunity to work with them again in the future in some capacity.



GOALS FOR 2023

“All successful people have a goal. No one can get anywhere unless he knows where he wants to go and what he wants to be or do.” – Norman Vincent Peale.

For 2023, here’s what we’ve got in the works:

Governance

We achieved California Benefit Corporation status in 2021, which was a big transition, and we’re proud of it. In 2022, our goal was to create a plan for best practice triple bottom-line corporate governance. In 2023, we want to start executing our plans and applying best practices within our governance.

Goal: Execute best practices for triple-bottom-line corporate governance.

GOALS FOR 2023

Workers

We promoted three members of the team to the core leadership:

- [Alessandra Illarramendi](#) became CEO.
- Andreina Villegas became CMO.
- Maria Perez became COO.

We are proud of all the efforts and expertise of these amazing women, who continue to bring immeasurable value to the agency.

We also grew our departments, hired Jose Plessman as Social Media Director, and promoted Diego Cirigliano and Simón Keller to Art Director and Analytics Director, respectively.

Goals:

- Continue to provide opportunities to workers in Venezuela and other high-risk, low-opportunity communities and countries.
- Start the “Healthy Birds” program to provide healthcare funds to Venezuelan workers.



COLIBRI PROFILE

Simon Keller

Being at Colibri is like having a second family. Everyone here is always kind and supportive. Also, when I think about how much I have grown as a professional, I feel light-years away from where I was before I got here. Colibri gave me all the tools to develop myself as a professional, and this fantastic opportunity for which I'll always be thankful.

GOALS FOR 2023

Community

In 2022, we will continue to provide partial pro bono work to [QuickHaven](#). With our support as an outsourced marketing team.

We also partnered with Global Partners for Development to support their work and advance locally-led interventions in East Africa, to improve education and public health.

Finally, we were proud to contribute to the Brethren [Community Foundation](#) on the design and development of their website to keep providing opportunities to low-income youth and seniors.

Goals:

- Continue to support QuickHaven's efforts to provide opportunity and housing to the unsheltered.
- Continue to provide educational opportunities to students and those experiencing career transitions through our Colibri Institute.
- Continue to provide pro bono and other online educational experiences to Global Partners for Development and other mission-aligned partners.

Environment

We are a relatively low carbon footprint organization, but we can do better.

Goals:

- Continue to purchase carbon offsets
- Find ways to provide solar power to our team (even those living in high-rise buildings), and expand its use.

GOALS FOR 2023

Clients

We love working locally with women and minority business owners, the LGBTQ+ community, and mission-aligned businesses.

In 2022, we planned to enter the world of e-commerce, so we could offer low-cost training to diverse businesses across the globe and sell products made by clients, partners, and our social media audience. We made headway! We created the e-commerce infrastructure.

In 2023, we will continue writing blogs and publishing across the internet in Spanish and English to serve the \$1.7 trillion US Latino market with digital marketing services.

We are also planning to create more accessible subscription plans to make digital marketing more accessible to small businesses.

Goals:

- Cultivate women, minorities, LGBTQ+ business owners
- Work with NGOs and mission-aligned businesses



GOALS FOR 2023

New and Expanded Products and Services

In 2023, we plan to take our business to the next level and create new alternatives to provide marketing with purpose.

Goals:

- Expand accessiBe partnership.
- Launch a subscription program that's accessible to small businesses and support business owners that are looking for affordable and quick digital marketing alternatives.
- Expand digital marketing translation and transcreation services
- Sell digital marketing packages in Spanish and English along with very cool products designed by people we love

#LEADWITHLOVE

The most important thing we did in 2022 was, as usual, #LeadWithLove. You can read about what leading with love means to #TeamColibri [here](#).

We wish you peace, prosperity, and good health in the coming year.

All the best,

Anna, Alessandra, Andreina, Maria and #TeamColibri

