

Want to make a difference with digital?

Put the audience at the center.

When you put the audience at the center, you can create strong digital experiences that people want to be a part of. By knowing what motivates your audience to act, you can drive them to engage with your program or organization and move them toward becoming brand advocates.

But you can only know what drives your audience by knowing your audience. In-depth interviews, split testing, and digital analytics are a few ways to collect audience data to apply to digital programs. Applying data to digital programs not only requires expertise in research, but also knowledge of digital trends.

Hager Sharp is the ultimate partner to help you create strong digital programs. We start all programs with research – varied based on budget – and then use the in-depth knowledge gained about our client's audiences to plan digital programs and products that stand out among the “information overload” of digital content.

We use tactics that generate engagement organically, but we also know how to deploy paid media at all levels for success. We're driven by outcomes: planning from the outset how we'll measure our success and creating markers throughout the campaign that let us know whether we need to adjust.

Our ultimate objective? To help our clients maximize their success, now and in the future.



CORE DIGITAL CAPABILITIES

DIGITAL PLANNING

Some might say we're obsessed with audience research...we say the obsession is healthy for our client's outcomes. We use our audience research to build digital programs that cut through the clutter.

DIGITAL ENGAGEMENT

It's never been harder to be heard on digital, but when your campaign is grounded in your audience, your content and community will shine through.

ANALYTICS

Hager Sharp uses data to discover insights that allow for better digital planning, ongoing campaign adjustments, and post-campaign debriefs to deliver the greatest impact.

MEDIA BUYING

Paid media helps you reach your audiences where they are. Hager Sharp helps you use your budget wisely through effective channel selection, targeting, and ongoing optimizations.

WEBSITE & DIGITAL PRODUCT DEVELOPMENT

We build engaging, easy-to-use websites and digital products based in audience needs, helping ensure our clients achieve their objectives.

OUR INSIGHTS BASED APPROACH HAS HELPED THE FOLLOWING CLIENTS MAKE A DIFFERENCE:



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our digital engagement expertise

HAGER SHARP

