

We amplify companies doing good in the world.

Land Acknowledgement

As a digital marketing agency whose team is based in Montreal, Probity Marketing would like to begin by acknowledging that we live and work on unceded Indigenous lands. The **Kanien'kehá:ka Nation** is recognized as the custodians of the lands and waters on which we gather virtually today. **Tiohtià:ke/Montréal** has a rich history as a gathering place for many First Nations, and today, it is home to a diverse population of Indigenous and other peoples.

We acknowledge and respect the continued connections with the past, present, and future in our ongoing relationships with Indigenous and other peoples within the Montreal community. We recognize the importance of acknowledging the land and the peoples who have been here for thousands of years, and we strive to learn more about the rich culture, traditions, and history of the Indigenous communities who call this land home.

We pledge to work towards reconciliation and building respectful relationships with Indigenous peoples, and to promote and support the culture, language, and heritage of the Indigenous communities in Montreal and across Canada, even as we work virtually.



Thanks for connecting with us!

Hi there, I'm Marcela, and I've spent the last 12+ years working in the marketing industry. During this time, I've had the opportunity to create and launch products, develop and execute global marketing campaigns, and help companies define and position their brand to connect with their audiences in a meaningful way.

What drives me is the desire to ignite positive change in the world and be a multiplier of impact. That's why I'm passionate about working with organizations that prioritize purpose beyond profit or are on the journey to discovering their purpose. I strongly believe that when we share values with our clients, we can truly elevate each other.

At Probit Marketing, we're committed to using our skills to amplify the voices of impact-driven organizations. We believe that responsible and effective marketing is crucial to creating a better world, and we strive to deliver exceptional work that helps our clients achieve their goals.

I'm excited to have the opportunity to work with you and your organization. Let's create something impactful together!

MARCELA QUINTERO A.

CEO & Founder | Probit Marketing Inc.



pro·bi·ty

noun /'prōbədē/

At Probiity Marketing, we're committed to upholding the highest principles and ideals in everything we do. Our name reflects our belief in the importance of integrity, honesty, and accountability in our work.

We believe that marketing can be a powerful force for positive change in the world. That's why we're passionate about working with organizations that are committed to making a difference and amplifying their positive impact.

We're dedicated to helping our partners spread their message in a way that is honest, authentic, and true to their values. Our commitment to probity ensures that we always act with transparency and respect for our clients and their audiences.

Our name serves as a constant reminder of who we strive to be as a team, and the values that guide our work. We're committed to collaborating with organizations that share our commitment to creating a better world, and we look forward to partnering with you to achieve your goals.

our
services



Communication Strategy

Communication is key, and having a clear and effective communication strategy is essential for any business. Our team of experts will work with you to identify your unique value proposition and develop a messaging framework that resonates with your audience. We'll also help you choose the right communication channels, from social media to email marketing, to ensure that your message is reaching your intended audience.

INCLUDES

- @ Communication audit
- @ Message development
- @ Channel selection
- @ Implementation plan
- @ Ongoing support

With our communication strategy service, you'll be able to connect with your target audience in a more meaningful way, build brand loyalty, and achieve your business goals.

Brand Audit

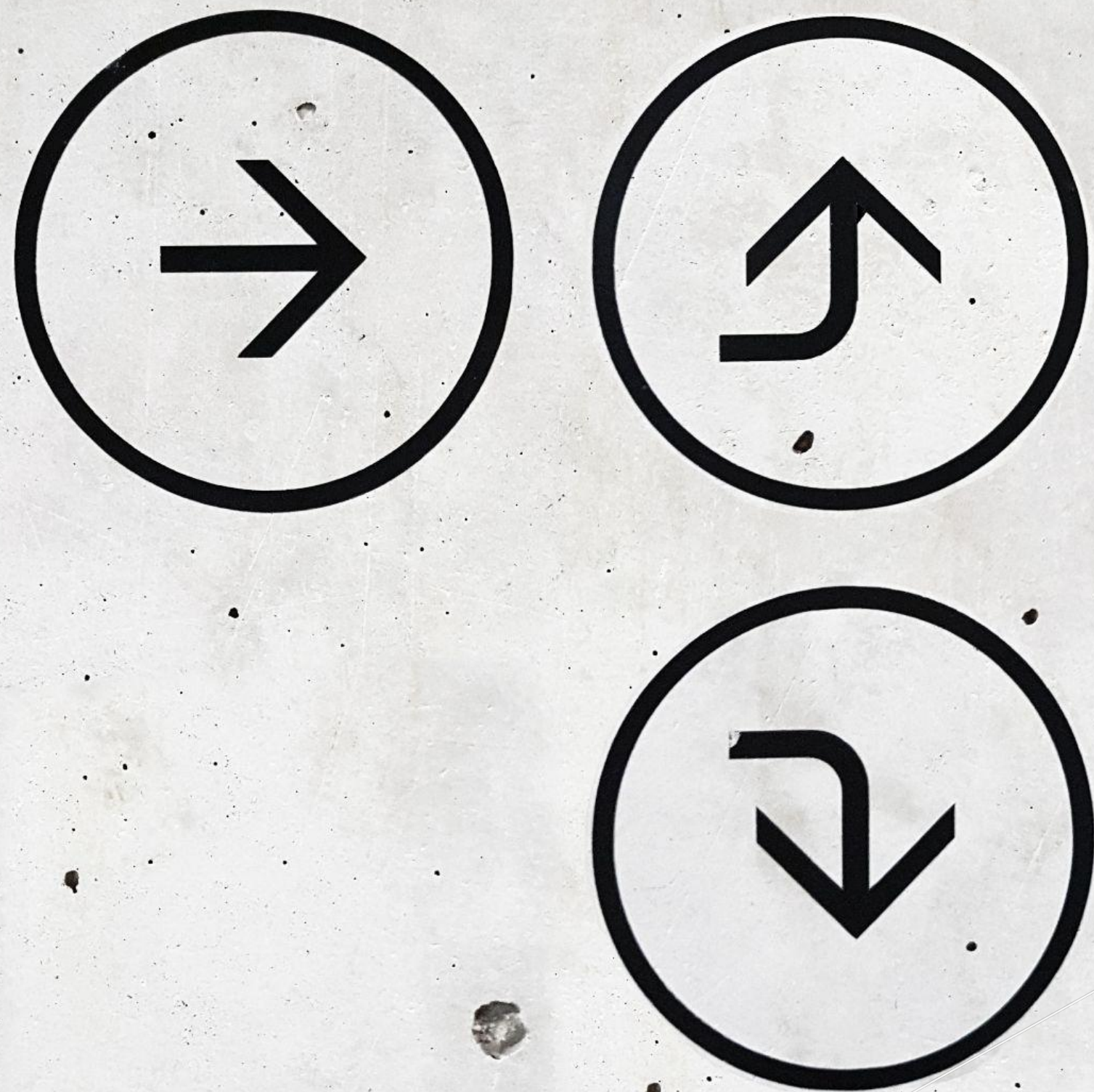
Get a comprehensive report on your brand's positioning in the market and actionable recommendations to improve your standing against the competition.

INCLUDES

- @ Competitive analysis
- @ Internal and external branding report
- @ Actionable recommendations

Whether you're a startup looking to establish your brand in the marketplace or an established company looking to refresh your brand, our Brand Audit service can help you gain the insights you need to make informed decisions and improve your brand's performance.






Brand (Re)Positioning

We can help you adjust your brand's perception in the market and better appeal to your sustainably-minded target audience.

INCLUDES

- @ Situation analysis
- @ Competitive analysis
- @ Value proposition definition
- @ Brand positioning framework
- @ Positioning statement
- @ Brand identity (visual & foundational)
- @ Communication guide
- @ Communication strategy (internal & external)



Working with Marcela has exceeded all of my expectations and made a positive impact on my business. Her attention to understanding my company's needs and deeply caring about how our message is communicated visually and verbally is impressive. She is diligent, honest, proactive, and innovative. She meets all deadlines and is transparent. Her dedication to her mission of amplifying companies that are making a positive impact on society and the environment separates her from the crowd in the best of ways.

Emily Charry Tissier

CEO, WHALE SEEKER INC.



Brand Visual Identity

We'll help you strip your brand to its core and identify the characteristics that make it unique. We'll then find the perfect creative partner to bring it to life visually and help you stand out in the market.

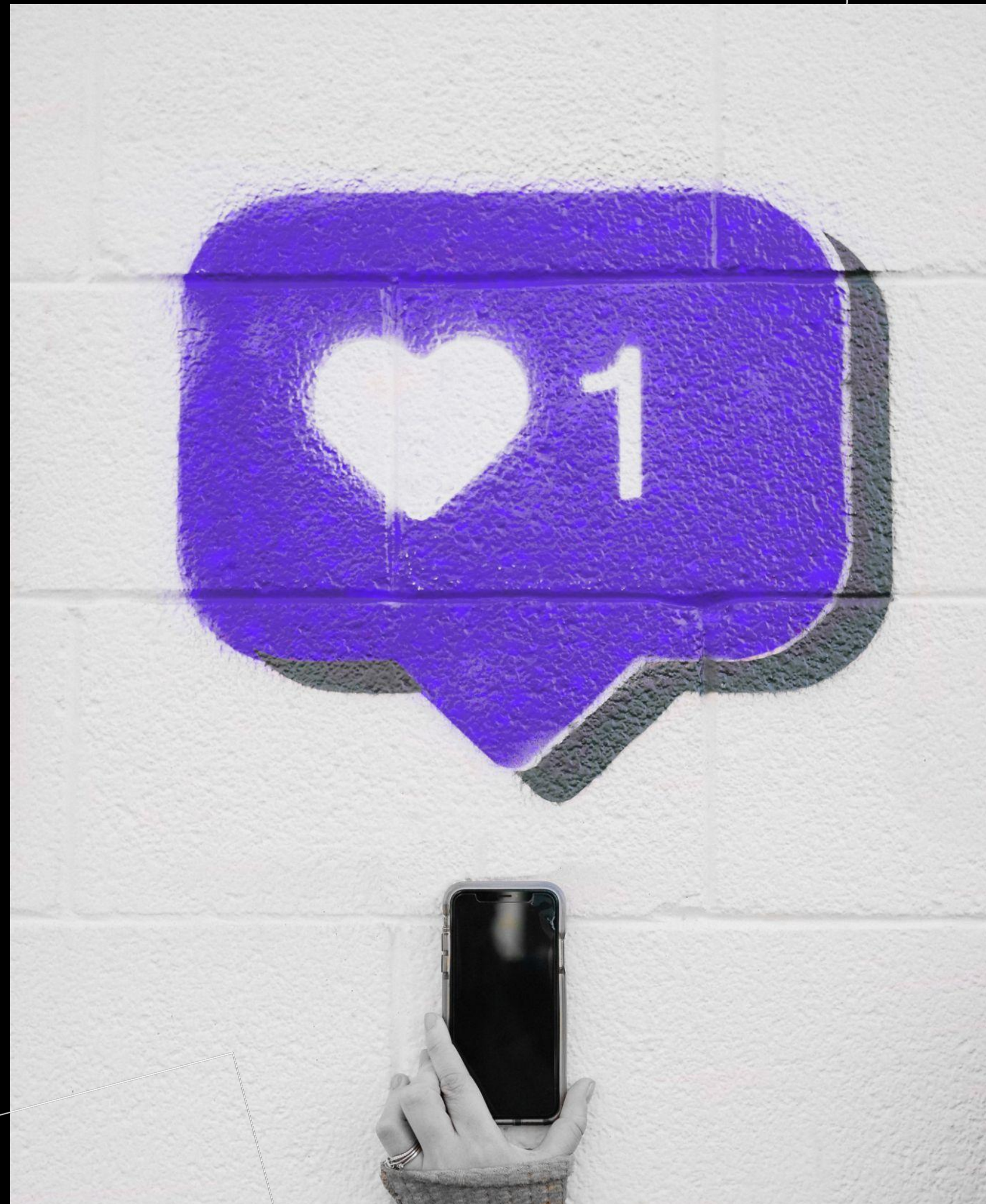
INCLUDES

- ① Brand discovery
- ① Brief creation and management
- ① Brand guide
- ① Assets

A strong visual identity is essential for establishing brand recognition and building trust with your target audience.

**Note: The specifics of the visual identity will be customized to the brand's needs.*





Social Media Strategy

Are you having trouble finding the right social media formula to engage with your audience? Our team of experts can help you create a comprehensive social media strategy that is tailored to your business needs, and help you execute it successfully.

INCLUDES

- @ Content strategy
- @ Approach and Tone
- @ Content framework
- @ Content pillars
- @ Content schedule
- @ Content template examples
- @ (Optional) Content creation

Our social media strategy will help you increase your brand awareness, drive engagement, and ultimately achieve your business objectives.

Website Design & Development


Your website is the digital storefront of your business. It's often the first point of contact for potential customers, investors, and partners. Make sure you're putting your best foot forward with a stunning website designed for optimal user experience. Our team will create a beautiful, intuitive, and functional website that will help you achieve your business goals and drive growth.

INCLUDES

- ① Initial consultation
- ① UX/UI design
- ① Development
- ① Q&A and testing
- ① Launch and post-launch support

At every step of the process, we'll work closely with you to ensure that the final product reflects your brand's personality, goals, and values. Our goal is to create a website that truly represents your business and helps you stand out in a crowded digital marketplace.

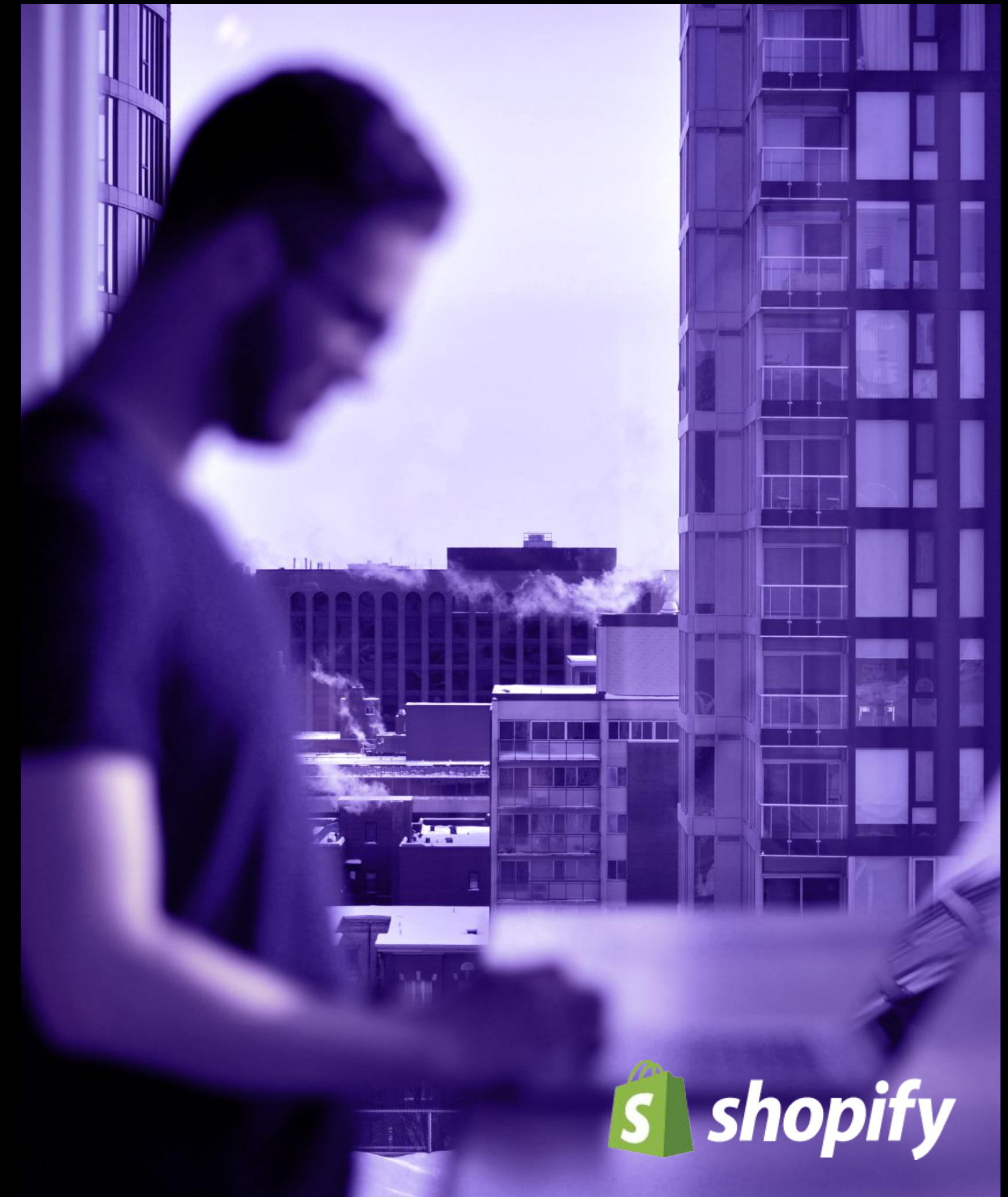




Marcela's work exceeded all of my expectations. Working on a rush timeline Marcela was able to quickly gather a TON of context to inform both a situational approach and the execution of a strategic framework. What impressed me most was her openness to learning my unique needs as a client so she could deliver a bespoke solution that served both our global business and project specific objectives.

Gavin Seal

SENIOR PRODUCER, YOUTUBE AT SHOPIFY





SEO Audit & Optimization

Are you struggling to get your website to rank higher in search engines? Our SEO Audit & Optimization service can help you identify the gaps in your website's content and create a tailored plan to increase your website's visibility in search engines.

INCLUDES

- @ Website audit
- @ Keyword research
- @ On-page optimization
- @ Off-page optimization
- @ Reporting

Let us help you improve your website's visibility and attract more traffic to your business!



Content Creation

Are you struggling to create high-quality content that resonates with your target audience and achieves your business goals? Let us help! Our team of content creation experts can develop custom content that will capture your brand's unique voice and speak directly to your audience.

INCLUDES

- @ Initial consultation
- @ Content strategy
- @ Content creation
- @ Content optimization

With our content creation service, you'll have access to a team of experienced content creators who will work with you to develop and execute a comprehensive content strategy and create custom content, including but not limited to blog posts, social media content, video content, and email newsletters.




Marketing Collateral

Looking to create visually stunning and effective marketing collateral that tells your brand's story and captures the attention of your target audience? We can help! Our team of creative professionals will work with you to design and produce high-quality marketing materials that align with your brand's voice and values.

INCLUDES

- ① Design & Conceptualization
- ① Copywriting
- ① Production and delivery

With our marketing collateral creation service, you can rest assured that you'll have eye-catching, effective materials that help you stand out in a crowded market.



Marcela was very insightful and understood my needs right away. She helped me to structure my ideas and bring my vision into existence allowing me to implement the right content and architecture into our website and communication tools. Marcela was also very responsive and organized throughout the entire process.

Olivier Gagnon Gordillo

LEAD STRATEGY & DEVELOPMENT, QUEBEC-QUANTIQUE



Communications Guide

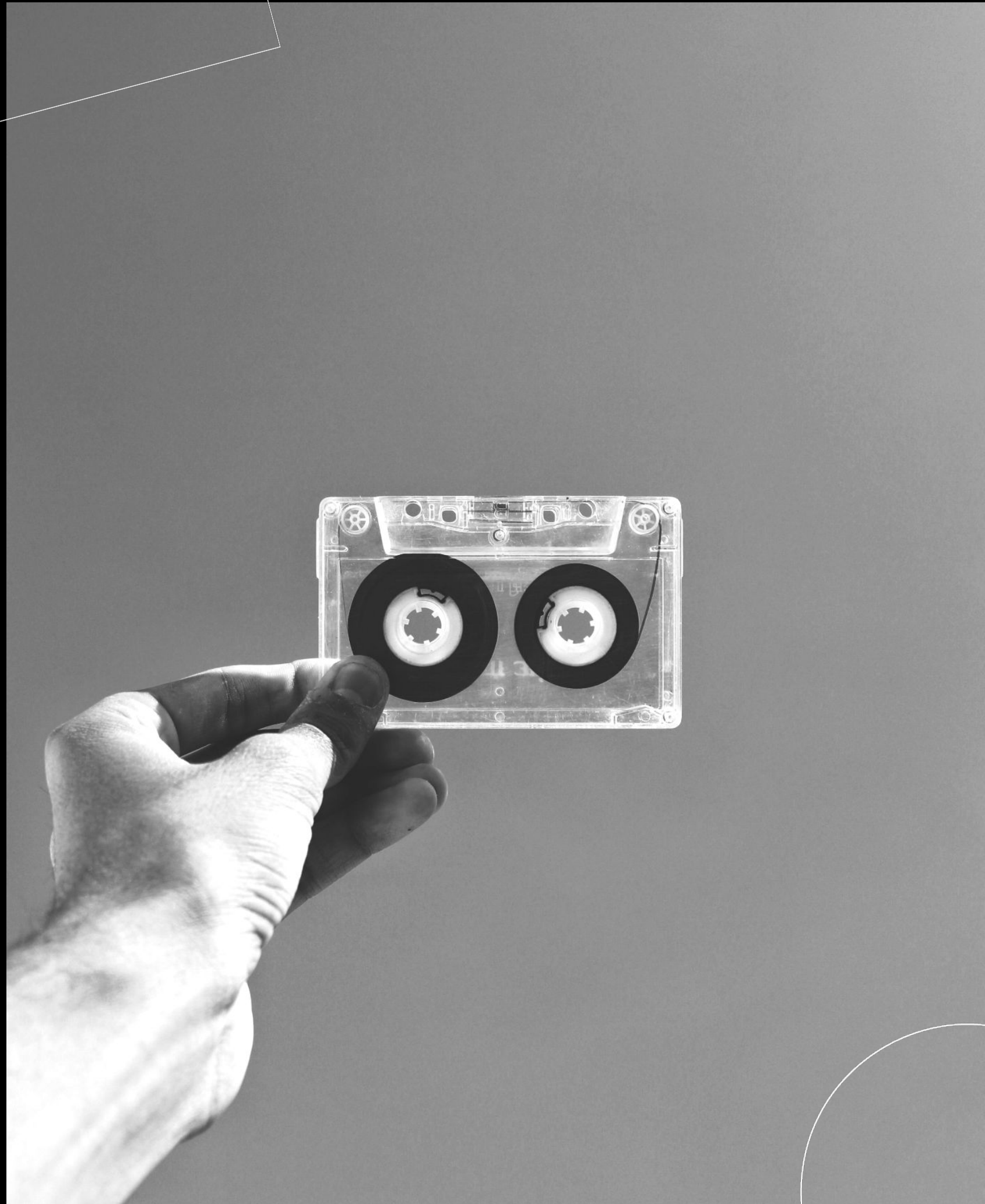
Our comprehensive Communications Guide provides your team with clear and concise guidelines for expressing your brand both internally and externally. This helps streamline content creation while ensuring consistency across all channels.

INCLUDES

- ⌚ High level brand philosophy
- ⌚ Tone and Voice guidelines
- ⌚ Value proposition
- ⌚ Boilerplate
- ⌚ Company description
- ⌚ Service definition

Our Communications Guide is designed to help your team express your brand effectively and consistently across all communication channels.

**Please note that the specific contents of the Communications Guide will be customized to the unique needs of each brand.*





Pitches & Presentations

Whether you're presenting to your team, investors, or potential partners, it's essential to communicate your business direction and values in a clear and compelling way. Our team can help you craft a powerful message and coach you through delivering it with confidence and impact.

INCLUDES

- @ Message development
- @ Presentation coaching
- @ Customizable pitch deck
- @ (Optional) Video Recording

We want you to be able to communicate your social and environmental values with confidence and clarity, making a lasting impression on your audience.

Coaching


Want to empower your team and equip them with the right tools to become evangelists of your vision? Our coaching sessions will help you do just that. We'll work with you to identify the specific needs of your team, and customize strategy sessions that are tailored to your organization's unique goals and challenges.

INCLUDES

- ① Initial consultation
- ① Assessment
- ① Customized coaching plan
- ① Coaching sessions
- ① Progress evaluation
- ① Follow-up support

From individual exercises to group workshops, we customize our strategy sessions to meet your specific needs and ensure your team is ready to take your brand to the next level.





Probity was careful to uncover the essence of our company and to understand the importance of the impact-driven organizations that we serve. They built a comprehensive communications strategy that we could execute to share the value of our solution. We recommend Probity to anyone that needs attention to detail when communicating essential value-added services.

Christine A. Ward-Paige

FOUNDER & CEO, EOCEANS





PR

Are you struggling to get your message out to the right people? Do you want to build your brand's reputation and visibility? Our PR service can help you get the media attention and coverage you deserve.

INCLUDES

- @ PR strategy
- @ Media relations
- @ Content creation
- @ Crisis management
- @ Reporting and analyzing

Our PR services are designed to help you achieve your desired reputation and build a strong relationship with the media. To deliver the best results, we work with PR experts who have extensive experience in your industry. Together, we will develop a customized strategy that will ensure targeted coverage and reach the right audience. Let us help you share your story and build your brand reputation.



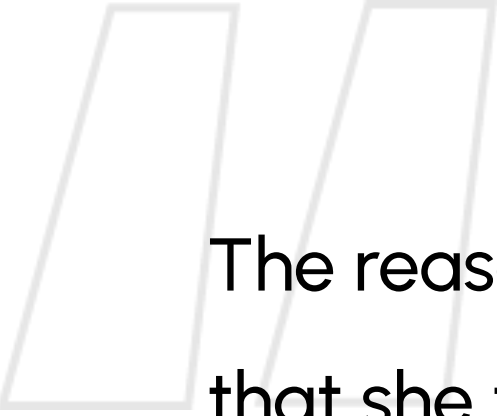
Event Planning

Are you looking to create an unforgettable experience for your audience? We believe in the power of events to bring people together and create lasting connections. Whether you're planning a virtual or hybrid event, we can help you design a custom experience that aligns with your brand and exceeds your audience's expectations.

INCLUDES

- @ Consultation
- @ Event planning
- @ Creative design
- @ Content creation
- @ Technology & logistics
- @ Event production
- @ Post-event evaluation

Whether you're planning a conference, product launch, or employee engagement event, we'll work closely with you to bring your vision to life and create a truly unforgettable experience for your audience.



The reason I go with Marcela and Probit Marketing is that she thoroughly understands the added value of taking responsibilities from our company, and taking them as if they were hers, with professionalism and dedication. I would recommend Probit any day!

Thierry Rassam

GENERAL DIRECTOR, BRIDGEMTL



about
us

we're all
about

Honest, responsible, & effective marketing.

Probity was founded with a strong desire to help companies that prioritize social impact over profit. We work with organizations of all sizes, but have a soft-spot for startups that have the potential to make significant positive changes.

All of our clients share one thing in common: a dedication to creating a better world through their work.

At Probity, we envision a future where every company has a purpose that goes beyond profit. We believe that responsible and effective marketing should be the norm, and we work tirelessly to ensure that our clients' messages reach their target audiences in a clear and compelling way.

Our team is passionate about amplifying the voices of impact-driven organizations, and we strive to deliver exceptional work that meets our clients' goals while respecting their timelines and budgets.

belief

We believe that responsible and effective marketing is not only possible, it should be the norm.

vision

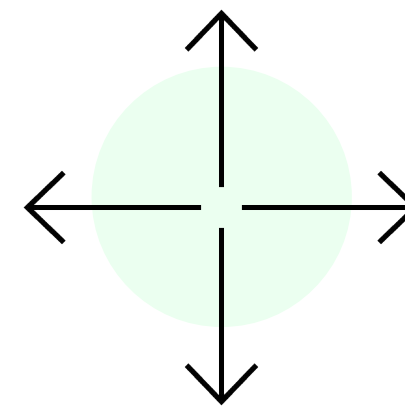
A world where all companies have a purpose beyond profitability.

mission

To amplify purpose-driven companies so they can reach their audiences in an effective way, and to help companies that don't have a purpose beyond profitability find one.

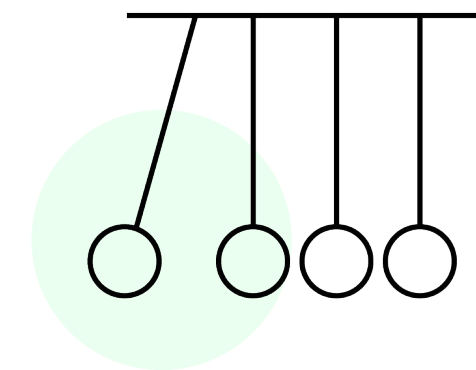
our approach

We believe that for collaborations to be successful, 3 criteria must be met



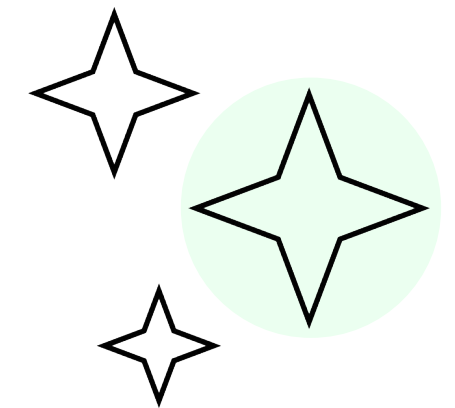
fit

We share the same values, and we can elevate each other.



impact

Your company has a purpose beyond profitability or is in the process of finding one.



value

We can add value to your organization's mission.

our team



Jacques

BUSINESS
DEVELOPMENT



Klaudia

SOCIAL MEDIA
CONTENT CREATION



Christina

UI/UX &
GRAPHIC DESIGN



Tanya

COPYWRITING



Marcela

MARKETING &
COMMUNICATIONS
STRATEGY



Tarek

SEO EXPERT



About our founder

Marcela had a successful 10+ year career in the toy industry, where she gained valuable experience in marketing communications, product development, and brand management. However, after a decade in the industry, she decided to take a break to reflect and search for her true purpose. During this self-discovery process, she became acutely aware of the need for sustainable business practices to become the norm.

Marcela was inspired by companies that balanced profit and social responsibility, but noticed that many struggled to effectively communicate their good work. To address this, she founded Probity Marketing Inc. in 2021, an agency committed to amplifying organizations doing good in the world.

Driven by her vision of a world where all organizations prioritize purpose beyond profit, Marcela leads Probity Marketing with unwavering passion. She treats each organization and brand as if they were her own and consistently delivers high-quality work that meets the client's objectives, while respecting their deadlines and budget.

contact

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@ProbitMarketing