

ABOUT US

ResonateSM helps ministries shape their vision and mission into meaningful, strategic and innovative brands that resonate. We then unleash our talent through full-on creative and strategic [services](#). Just think of us as ministry architects and builders.

We're all about helping you move to the next level, gain momentum and enlarge your footprint. After all, your message is the most important in the universe!

Our work goes way beyond just paying the bills—it's a divine calling. Our team is sharp, creative and gifted at helping ministries extend their reach. Our heart is to do the same for you. Check out what some of our [clients](#) say about us.

We've cherry-picked the most creative and strategic thinkers we know. By wearing multiple hats in various brand development roles and industries, our experience runs deep. We've each invested years, if not decades, in assisting ministries and corporations. Our core competencies include branding, design, marketing, strategic planning and PR.

We don't have high salaries, employee perks or even a building. Think of us as a virtual team that morphs and expands to meet your diverse needs. What this means for you is that you get the superb quality and service of a full-blown, A-list agency, without all the red tape and inflated rates.

Interested? Let's [talk](#).

"Our heart is to help you move to the next level in your ministry, gain momentum and enlarge your footprint through creative and strategic brand development." - KERRY BURAL

The Team



KERRY BURAL
Principal
[Read more](#)



KAYLA BARRETT
Consultant, Strategist
[Read more](#)



DAN DIMAS
Consultant, Strategist
[Read more](#)



KAYLAN CHRISTOPHER
Editor, Writer
[Read more](#)



ELIZABETH HATCHETT
Designer, Illustrator
[Read more](#)



SARAH HELLEMS
Designer, Developer
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CASEY MCGARR
Art Director, Designer
[Read more](#)



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ResonateSitesSM is brought to you by [The Resonate Group](#). We are insane about helping ministries, churches and leaders move to the next level, gain momentum and expand their footprint. [Here's how](#).

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STAY IN TOUCH

OUR SERVICES

Consultation Process

Phase One: We drill down with you and your team to wrap our brains around who you are and what you're all about. Think of it as "finding yourself," but for an organization. If necessary, we help you develop or tweak your vision and mission statements.

Phase Two: We conduct a detailed proprietary "Ministry Brand Resonance Assessment" to discern how well you are resonating with your audience and community. We're all about helping you go deeper in connecting with them and further in expanding your footprint. See it? That's why we chose a cool name like The Resonate Group.

Phase Three: We then evaluate your brand assets and equity such as corporate identity, web presence, marketing strategies and collateral. We also look at things like internal and external communication connection points, staff bench-strength, guest experience, environmental vibe and signage.

Phase Four: Finally, we write a detailed "Ministry Brand Resonance Strategy" that gives you a recommended path that will propel you to the next level—and beyond. Long term, this is great for you, because when your brand is carefully dialed in, it often results in serious ministry mojo.

Creative & Strategic

The Resonate Group offers services to assist you in building your brand. We are uniquely qualified to assist ministries and offer high-quality and affordable solutions to meet your needs. We've been shaping brands for decades and are blessed to have worked with some great ministries.

When building your brand, we employ diverse tools and current best practices to help you accomplish your ministry goals. We are relentless about quality standards and insane about details. Unlike most brand development firms, we work exclusively with ministries. It's what we love. It's what we know. It's what we do best.

Strategic and creative services include:

- Vision and mission creation
- Corporate identity design
- Web presence development
- Social media development
- Search Engine Optimization (SEO)
- Branding strategies and execution
- Marketing strategies and execution
- Public relations strategies & execution
- Identification and way-finding signage
- Creative direction and graphic design
- Market and demographic research
- Guest experience optimization
- Environmental design

Want to know more? [Let's talk.](#)



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yourname@email.com (we promise not to bug you)

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