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REASONS
AUTHENTICITY IS
KEY TO BUSINESS
GROWTH



BEING "AUTHENTIC" IS BEING REAL.

The Merriam-Webster dictionary gives several definitions of the word "authentic":

·The first one is being "worthy of acceptance or belief as conforming to [the original] or based on fact."

For example: authentic Thai food, an authentic reproduction of a dress worn by Marie Antoinette, an authentic picture of planet Mars' surface.

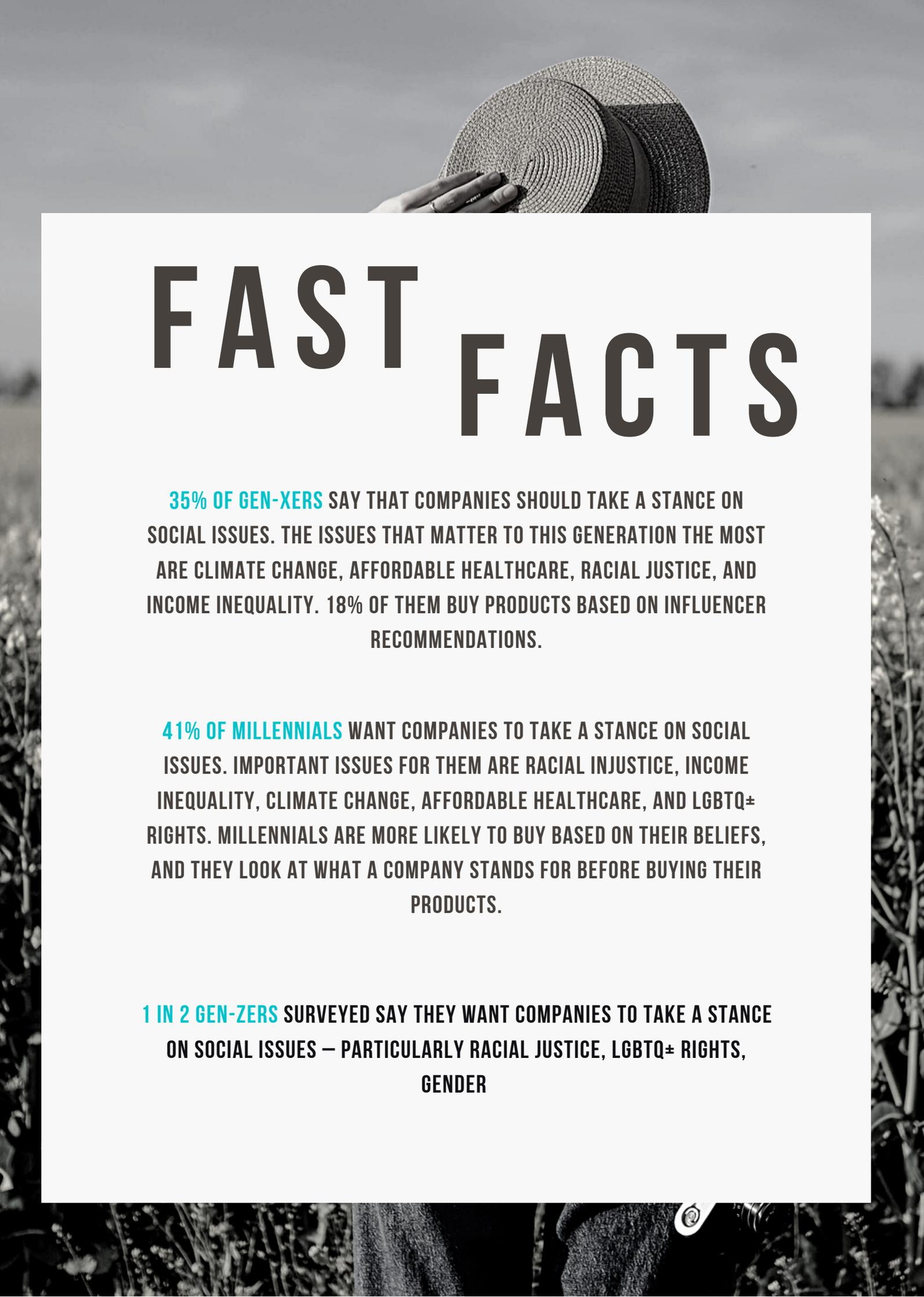
·The second one is "not false or imitation: real, actual."

An example would be: an authentic Van Gogh painting, an authentic Southern accent.

·The third definition is being "true to one's own personality, spirit, or character."

**TODAY'S
CUSTOMER
DEMANDS
AUTHENTICITY.**





FAST FACTS

35% OF GEN-XERS SAY THAT COMPANIES SHOULD TAKE A STANCE ON SOCIAL ISSUES. THE ISSUES THAT MATTER TO THIS GENERATION THE MOST ARE CLIMATE CHANGE, AFFORDABLE HEALTHCARE, RACIAL JUSTICE, AND INCOME INEQUALITY. 18% OF THEM BUY PRODUCTS BASED ON INFLUENCER RECOMMENDATIONS.

41% OF MILLENNIALS WANT COMPANIES TO TAKE A STANCE ON SOCIAL ISSUES. IMPORTANT ISSUES FOR THEM ARE RACIAL INJUSTICE, INCOME INEQUALITY, CLIMATE CHANGE, AFFORDABLE HEALTHCARE, AND LGBTQ+ RIGHTS. MILLENNIALS ARE MORE LIKELY TO BUY BASED ON THEIR BELIEFS, AND THEY LOOK AT WHAT A COMPANY STANDS FOR BEFORE BUYING THEIR PRODUCTS.

1 IN 2 GEN-ZERS SURVEYED SAY THEY WANT COMPANIES TO TAKE A STANCE ON SOCIAL ISSUES — PARTICULARLY RACIAL JUSTICE, LGBTQ+ RIGHTS, GENDER

How You

Can Be Authentic In

Your Own Business

Be Transparent

Authenticity in business begins with transparency. Be honest and upfront about your products, services, and business practices. Communicate openly with your customers and clients, and provide them with all the information they need to make informed decisions. This includes being transparent about pricing, delivery times, and any potential issues that may arise. Being transparent builds trust with your customers and helps to establish your credibility as a business.

Your values should be at the heart of your business. Stay true to them in everything you do. Whether it's your approach to customer service, your commitment to ethical practices, or your dedication to quality, your values should guide your business decisions. When you stay true to your values, you are more likely to attract customers who share those same values and are more likely to become loyal to your brand.



Be True to Your Values

Be Consistent

CONSISTENCY IS KEY WHEN IT COMES TO AUTHENTICITY. ENSURE THAT YOUR BUSINESS PRACTICES, BRANDING, AND MESSAGING ARE CONSISTENT ACROSS ALL CHANNELS, FROM SOCIAL MEDIA TO YOUR WEBSITE TO YOUR PHYSICAL LOCATION. THIS HELPS TO ESTABLISH YOUR BRAND IDENTITY AND BUILDS TRUST WITH YOUR CUSTOMERS. CONSISTENCY ALSO MEANS BEING RELIABLE IN YOUR DELIVERY OF PRODUCTS OR SERVICES, MEETING DEADLINES, AND PROVIDING CONSISTENT QUALITY TO YOUR CUSTOMERS. THIS BUILDS A REPUTATION FOR YOUR BUSINESS THAT IS BASED ON TRUST AND RELIABILITY.

WHAT MATTERS MOST TO YOU?

IT IS EASY TO BE AUTHENTIC WHEN YOU ARE PASSIONATE ABOUT YOUR BUSINESS AND THE ISSUES YOU TAKE A STAND ON.

BUILD YOUR BUSINESS OFF OF YOUR INNATE VALUES (THINGS THAT YOU HAVE AND WILL ALWAYS BELIEVE) AND YOUR AUTHENTICITY WILL SHINE THROUGH.



About Us

SACRED FIRE CREATIVE IS A PORTLAND, OR-BASED DIGITAL MARKETING AGENCY THAT'S FOCUSED ON CREATING LEGACY – FOR YOU AND YOUR BRAND. WE WANT YOU TO HAVE AN ONLINE PRESENCE THAT'S AUTHENTIC, RELATABLE, AND A FORCE FOR GOOD. AND WE WANT YOU TO HAVE A DEEP AND SOLID CONNECTION WITH A TRIBE THAT TRUSTS YOU AND IS LOYAL TO YOU.

OUR CEO AND DIGITAL STRATEGIST MALEE OJUA IS A ROCKET SCIENTIST, A SHAMAN, AND A CONNECTOR. SHE HAS A PASSION FOR FOSTERING RELATIONSHIPS BETWEEN BUSINESS OWNERS AND THEIR TRIBE. SHE INTENTIONALLY WORKS WITH PEOPLE WHO ARE LOOKING TO SERVE THEIR COMMUNITY IN A BIGGER WAY AND CREATE POSITIVE CHANGE IN THE WORLD.

LEARN MORE ABOUT THE WAY WE WORK BY VISITING
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