



Case Study

MILLIE and Powerhouse: Building a Base for Success

MILLIE began in 2015 with a clear desire to take the “bring it on” spirit of military families and couple it with a mission to provide services for military families to help alleviate the stress associated with the military move (PCS). MILLIE provides a number of online resources designed to cover all aspects of moving.



Business Name: MILLIE

Website: gomillie.com

Industry or Business Type: Military Permanent Change of Station (PCS) Support

Powerhouse Services: Graphic Design, Social Media, Administrative Support, Website Updates, Technical Writing, Strategic Planning, Project and Talent Management, Process/Resource Development

Benefits: Services allowed MILLIE employees to focus on internal and external growth while providing the high-quality services clients have come to expect.

“The Powerhouse team has been such a pivotal part of our growth and truly integrated seamlessly into our team, helping us scale our venture in a way that has the potential to help so many more military families than we’d ever dreamed.”

- Kellie Artis, Chief Operations Officer, MILLIE



Challenge

When MILLIE began in 2015, they had a vision; a small, dedicated workforce; and a small budget from which to work. What they needed was a way to maximize that budget, increase their manpower capabilities, and find a way to harness their vision into a strategic plan. Where there’s a will, there’s a way, and MILLIE needed to find the perfect partner who could provide the specific skill set they needed to help them grow their content to most effectively meet the needs of their target population. Enter Powerhouse Planning.

Solution

Powerhouse Planning operates on a team solution structure—a dedicated team of freelancers who provide the necessary skills at a client’s point of need. MILLIE needed a strategic marketing plan to develop their full content library that would allow them to realize their vision to help military families navigate the stressful moving season. Powerhouse Planning provided that strategic marketing



created, uploaded, and maintained on website and social media platforms through Powerhouse retainer services. This support allowed MILLIE personnel to focus on “big picture” items that allowed them to become an established, trusted resource for military families across the globe.

Results

Powerhouse Planning provided over 2,500 hours of professional, supportive services to MILLIE in a two-year period. In two years, Powerhouse Planning provided project and retainer-based support to include

- Creating and executing annual “Strategic Communication/Marketing Plans”
- Attending 120+ team meetings/strategy sessions
- Developing 200+ pieces of marketing collateral (social media ads, one-pagers, toolkits, etc.)
- Designing 70 base guides
- Providing 553 project management and marketing consultancy support hours
- Supplying 638 graphic design hours
- Delivering 1,361 additional team support hours to include content writing, social media management, quality assurance, video editing, newsletter content writing and distribution, website updates, and additional administrative support, as needed

plan and the personnel to execute and oversee its implementation as well as the skilled professionals to create the necessary content. For MILLIE, the fact that Powerhouse Planning provides jobs for military spouses, veterans, and other military-friendly personnel that they can carry with them as they move was an attractive selling point for their partnership, given their primary mission.

Over two years, Powerhouse Planning crafted that strategic plan, implemented it, and created the necessary content MILLIE required. Working seamlessly as part of the MILLIE team, the Powerhouse team met consistently with MILLIE to elevate their business development, company development, and external communications.

Specific content provided included establishing source templates that can be expanded on, adjusted, or revamped as needed moving forward. Toolkits, blogs, website updates, press releases, and other content was

As a result, MILLIE experienced sustainable growth and the ability to foster partnerships with large companies such as Lowe’s to provide ongoing support to families who sacrifice so much for our nation. Today, MILLIE is recognized as a reliable expert on supporting military families during PCS and has even spoken on Capitol Hill in such a capacity. MILLIE’s COO, Kellie Artis, states, “We sincerely cannot believe how far we’ve come with Powerhouse helping us along. Jess and her team have been a pivotal part of our growth [and] we have been so blessed to have had such a strong partner.”



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a “team within your team,” supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse helps our clients realize their mission worldwide.

Visit powerhouseplanning.com to learn more.



Powerhouse