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First Pier Innovates Approach to Specialty Services

Award-winning Maine ecommerce and marketing agency now offers three distinct divisions

PORTLAND, Maine — July 11, 2019 — In its 10th year, Portland-based ecommerce and marketing firm First Pier announced today that they have restructured with a forward-thinking approach. The agency is now called [Helm Digital](#) and encompasses three distinct, specialized divisions: [First Pier](#) focuses on total commerce solutions (specifically Shopify ecommerce and point-of-sale delivery), [Wayfound](#) caters to the digital and marketing needs of nonprofits, and [Keeper Made](#) offers a full suite of creative services, including branding, design, web development, public relations & communications.

“Branding these distinct divisions under Helm Digital puts an emphasis on the solutions our clients are looking for,” says Steve Pogson, founder and principal of Helm Digital. “Over the years we have always approached our work from the point of view of strategic problem solvers. With this change, we are still bringing that strategic philosophy to our work, but now coupling it with more targeted, specialized solutions that will meet our clients where they need us most.”

Helm Digital and its three divisions is run by a team of nine employees, including experienced developers, graphic designers, project managers, strategists, content creators, and communications specialists. The firm puts an emphasis on long-term relationships, with offices in Portland and Biddeford and clients across the state of Maine and around the country.

Through years of client work and business development, Pogson and his team realized that they had the ability to provide businesses with a suite of modern marketing solutions and strategies that resulted in unparalleled user experiences.

“Marketing firms often say they are fully integrated, but this speaks from the position of the marketer, not the client. Our approach—offering specialized services in distinct divisions—puts the customer first,” says Pogson. “The marketing needs of a nonprofit are very different from a retailer looking for ecommerce solutions. Distinguishing each specialty service as a division gives us the ability to speak directly to what clients need, and overall, allows us to serve them more effectively.”

First Pier, Helm Digital’s total commerce division, creates online stores with Shopify, the leading cloud-based, multi-channel commerce platform that powers over 800,000 businesses worldwide (including brands such as Nestle and Rebecca Minkoff).

Last year, **First Pier was designated by Shopify as leading Shopify Experts in the state of Maine**. The Shopify Expert designation positions the division to better help merchants—from coffee roasters and fashion boutiques, to jewelry designers and outdoor gear manufacturers—increase online traffic and sales.

Wayfound, the creative, digital, and marketing services division for nonprofits, features a variety of community-activated clients, from foundations supporting women and trans artists, to youth writing centers, art museums, affordable housing nonprofits, and more.

The **Keeper Made** division focuses on strategic creative direction with expertise in brand development, web design, and communications. Clients in this division include full-service restaurants and architectural and building firms, among others.

“We are thrilled to be launching these three divisions as one company,” says Pogson. “Our work and the services and solutions we offer clients will only advance from here.”

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Helm Digital is a strategic marketing agency that provides integrated marketing solutions to like-minded partners who value relationships and enjoy working with other good people. We draw from a deep well of experience to help our clients with three distinct offerings: integrated total commerce solutions by [First Pier](#), a creative studio, [Keeper Made](#), and a nonprofit-focused division, [Wayfound](#). We work with clients near and far out of our offices in Portland and Biddeford, Maine.

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First Pier for ecommerce: firstpier.com
Wayfound for nonprofits: wearewayfound.com
Keeper Made for creative services: keepermade.com