



Brand4Market creates meaningful and memorable marketing & design for your organization

Why Marketing & Design?

Promotion of your brand and products/services is an essential part of your business. Every business has a customer lifecycle, and it is mission-critical to attract and engage new prospects and nurture existing customers on a continuous basis. The look and feel you project, coupled with frequency of message and media channels selected, tells a brand story with specific and implied messages.

Your Brand Story

Every industry is different, and decisions you make in marketing are shaping your brand story in the minds of your audiences. For example, a company that hangs tear-off flyers in grocery stores will be seen by different audiences – and viewed differently – than one that uses billboards along a highway. Your brand story should be tailored to attract your target audiences.

Marketing Activities

With savvy media choices, your marketing activities will increase brand exposure to the right audiences. The following marketing activities can build thought leadership, brand recognition, and leads.

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Brand & Logo Design

Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. The personality of your brand helps define core attributes by which your audience identifies with your organization. Is your brand considered fun, folksy, strong, chic, edgy, intellectual, industrial, or creative?

How you feel about your company should align with what your audience feels, and the logo designed for your firm should encompass the core attributes you've defined.

What You'll Receive

A brand conversation will lead to three unique logo designs. You will receive an original mark (not clipart or a mark used in bulk by logo service companies).

The final logo will be delivered as an electronic file in an editable Adobe Illustrator vector file (EPS and PDF) for use any size with industry-standard Pantone PMS and CMYK full-color printing. Additional formats will be supplied as RGB files for website use and social media use, as well as one color for use on promotional items. Your chosen logo becomes your exclusive property (which you might choose to legally trademark).

Brand Guidelines

Brand guidelines provide a playbook for copywriting style, graphics and visual proportions, font families with indication of appropriate sizes and use, high-resolution and web-based logos for corporate, products, and services, and sample photographic imagery to establish and maintain consistent tone.

Visual guidelines help creative designers, web developers, social media managers, and printers to stay on brand when they develop new marketing communications. Before varying from the style guidelines, careful consideration should be given to the impact on brand experience and consistency.

You'll supply existing sample publications including brochures, sales letters, formal emails, technical guides, instruction manuals, etc. for evaluation. Review of publications may reveal that certain existing communications are in need of redesign.

What You'll Receive

Your Brand Guidelines will describe the company in 500 words, 250 words, 100 words, 75 words, 50 words and 25 words. These are marketing pitches for all collateral, and can be used to help develop your sales pitches and online descriptions. This provides consistency across media channels.

Writing specifications include punctuation, capitalization, abbreviation, and content expectations for various communications.

Logos will be featured in color and in black and white, with guidelines for size and use. The color palette will specify PMS, RGB, and CMYK for your brand consisting of primary, secondary, and tertiary colors. Typefaces will include primary and display faces for print and web. Photographic imagery will demonstrate expectations for style and tone.

Examples of print pieces and web pages are used to demonstrate appropriate and inappropriate uses.

Brand Guidelines are developed in conjunction with real communications pieces. In that manner, rules are supported by proof in use.



Marketing Plan

Every company in every industry is unique, and your plan should support business goals by using the right media channels to resonate with your target audiences. Your marketing plan is your road map to increasing brand awareness and revenue.

A marketing plan identifies activities that create a foundation on which thoughtful adjustments can be made going forward to increase ROI year-over-year. Consistent promotion of core marketing messages leads to strengthened brand awareness and educated buyers.

Your plan can be as simple as the core deliverables outlined in this brochure, or far more robust, depending on the size of your company and the speed and extent to which you want to capture your market.

What You'll Receive

You'll receive a strategic marketing plan including media suggestions, events, budgets, and general timelines for each project or campaign, including some core requisite line items for efficient project management. Areas of required specialization will be identified. The marketing plan will allow you to stick to a schedule, and you'll be able to make adjustments in order to maximize your marketing investment over time.

Media Options for Marketing Plan Consideration

- Website
- Collateral
- Online and offline events
- Online and offline publications
- Outdoor advertising
- Public Relations
- Pay-per-Click on Google, Facebook, Twitter, Instagram, and more
- Content marketing
- Email marketing
- Direct mail
- Memberships
- Listings
- Referrals
- Contests
- Promotions
- Relationship marketing

Competitive Analysis

Your competitors are telling a brand story 24-hours-a-day online. This competitive analysis will review three competitors' websites to document what other organizations are doing, what they are saying, and where their emphasis is (to best define your brand/product differentiators). This analysis will compare written words, visual emphasis, color, scale, published activities and events, partnerships, charitable activities, social media presence, and other resources.

This information will provide an outline of core messages and help identify activities against which you can allocate time and resources. Core messages will become your marketing pillars, supported by key proof points. Nuances identified will be important to sales pitches and to all marketing materials.

What You'll Receive

You will receive overall clarity of where your brand is different in comparison with others. This is brought to light by comparing and contrasting competitors' offerings, aesthetic implications, and website suggestions; outlining and describing the differences and proposed marketing wins (and even operational suggestions); and a presentation and discussion of findings.

These are living documents, and it is suggested that your company repeat the analysis each year to stay abreast of competitors and to stand out from the crowd.



Website SEO

Search Engine Optimization (SEO) allows your site to work harder for you, elevating your Google organic ranking to help your website get found online by people using Google to search. A budget is allocated to establish baseline SEO on your website. Keyword analysis is conducted on three competitors' websites and compared to your site.

Marketing and keyword suggestions are customized to your specific business goals and target audiences. Core web pages are written for keyword emphasis and quantity of content, keywords are added to images, and structure is enhanced through logical navigation hierarchy, and server configuration.

What You'll Receive

You'll receive spreadsheets with competitors' keyword phrases and a list of potential keyword phrases for your site. You'll receive an SEO report that specifies where improvements can be made to your existing website in terms of programming and speed. Deliverables include spreadsheets of keywords and ranking, competitor keywords, keywords assigned by page URL and meta descriptions for up to 50 pages, and keyword-based copywriting for up to 15 pages. Price includes one round of revisions to keywords, descriptions, and copywriting.

Business Directory Listings

A submission service to external directory listings (such as Manta, YP, Yelp, etc.) increases your digital brand footprint. Verified listings add value to organic online search in conjunction with your physical address, which is highly valued by Google Business. This directory listing service places your name, one physical address, URL, and description to over 40 online directories to create a larger digital footprint for your company with valuable inbound links back to your website.



Website Design

Based on competitive analysis and business goals, your website is designed to best support core marketing messages and logical user flow. Your website is your 24/7 sales representative – acting as a qualifier for prospects. The site must highlight your most profitable offerings and your most popular offerings, using core messages to resonate with your audiences and providing clear and actionable “next steps.”

These laser-focused marketing adjustments position your company, clarifying your services for fast, confident engagement.

Your website has an opportunity to round-out your brand story, including history, team members, industry activity, charities, and featured customer, supplier, or partner brands.



What You'll Receive

- A sitemap and wireframes that demonstrate userflow and priority of ideas and actions on each type of page
- Two designs of a homepage, followed by one design of secondary and tertiary pages based on chosen design
- Copywriting
- Site construction in WordPress using a responsive, mobile-friendly theme and plugins
- Up to 6 contact forms and enews signup forms
- Social media property linking
- WordFence and SSL site security
- Google Maps

Includes two rounds of revisions. Theme, plugins, hosting, domain (URL), ecommerce, and secure socket layer (SSL) security are additional and prices vary.

Website Maintenance

Once the website is completed, you should expect an ongoing monthly maintenance fee to keep the site fully functional and up-to-date. Maintenance items can include graphics and text changes, addition of landing pages, security and SEO updates.



Collateral

The world of electronic communications has not changed the basic need for printed marketing materials in support of sales. Most companies benefit from having a larger brochure or sales kit as well as a tri-fold brochure.

Your investment in print collateral serves double purpose, as it may also be used as a downloadable PDF file for electronic communications. Your documents will be prepared as high resolution, printable files and screen resolution for online use.

The quality of printing is important to the design, and you might enjoy any number of tactile enhancements in paper and finish.

What You'll Receive

You can expect to receive two designs. Typically, pricing includes copywriting, design, and production, plus one round of design revision and three rounds of editorial revision. Royalty Free images are included but you may supply other images that you have commissioned or purchased. Custom illustration would require an additional budget.

Blogging

Routine publication of thought leadership is essential for companies to stay relevant online. Blogging starts with a content strategy based on topics identified as core messaging, published to the blog and the company's social media sites. This creates an active brand presence drawing viewers into your website.

This content is meant to expand upon and to demonstrate your team's thought leadership, as well as create new and active articles to attract Google's attention for better ongoing SEO ranking. Blog posts are a great way to actively continue SEO by adding fresh, original content and keywords sourced from your SEO analysis. Topics should reflect the best potential areas of revenue for the organization.

What You'll Receive

The blog posts will be over 500 words and will include keywords and cross-links, and will be posted to your website, each under the name of one of your team leaders to bolster thought leadership. If copywriting is supplied, editorial services will maximize SEO and cross-linking.



Social Media

Getting the most from social media marketing means making sure all relevant social media channels are being used with timely posts, consistent keywords and hashtags, and audience-engaging content. Inbound links from your posts on social media add to your overall SEO. Your content engages audiences in the media channels where they prefer to get information.

Based on your target audiences, we will select appropriate social media channels: LinkedIn, Facebook, Instagram, Pinterest, Twitter, Quora, Alignable, YouTube, etc.

What You'll Receive

This work consists of copywriting and Royalty Free images. It can also include sharing relevant editorial items and the research needed to find those articles. Leveraging content from your monthly blog post, 15 social media snippets of content will be provided for your review. Photos to enhance the posts will be included for approval.

You are encouraged to supply product images, other images you have purchased, and videos you have created or purchased. Creation or editing of video is additional.

LinkedIn

For a B2B company, LinkedIn is the business-based social site and is often used as a qualifier by people vetting suppliers. You can bolster existing executive LinkedIn profiles through cooperation with executive team members and targeted, company-centric copywriting. LinkedIn articles allow for posting a blog post on LinkedIn that can build thought leadership and direct inbound leads back to the blog post on your website, pulling interest from contacts while adding to overall SEO.

LinkedIn Networking

Open the sales funnel – by connecting with meaningful prospects on LinkedIn. Set aside several hours each month to do an outreach to individuals on LinkedIn by leveraging a purchased direct mail list and/or by using LinkedIn's Sales Navigator (additional subscription fee required). This work uses the personal accounts of your leadership so that the relationships are direct and lasting.

Advertising

Print Ads

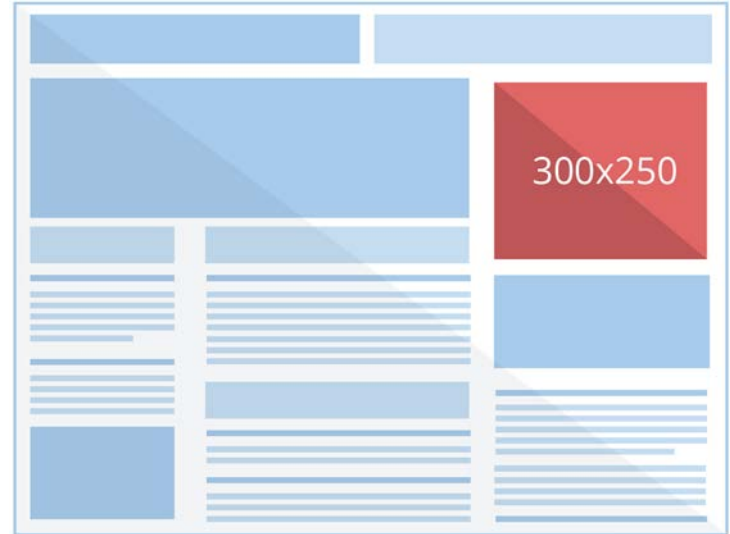
Magazines, newspapers, billboards, transit ads – where to reach your audience matters and placement fees vary. Investment in traditional media can add credibility and implies scale for your organization.

What You'll Receive

An advertising plan will provide confident brand reach. It will identify publications, rates, sizes, commitment dates, art file due dates, and contacts' information. Ad campaigns will be designed and produced using either Adobe Illustrator or Adobe Photoshop in high resolution digital files as specified by the publications. You'll receive confirmation of placement.

Banner Ads

Every trade organization has opportunities to run banner ads or to be a sponsor. Facebook, Instagram, LinkedIn and Twitter offer boosted posts. Google AdWords are the gold standard for some companies. Your advertising needs to reach the right audience with the right message at the right time.



What You'll Receive

Creative campaign design and copywriting, and the creation of specific website landing pages, plus coordination with ad offices. Reports on number of views and click-throughs. Final files in formats as requested. Additional campaign deliverables such as whitepapers or webinars may be required.

Public Relations

A press release is a written communication that officially reports specific information about an event, circumstance, or other happening. It's typically tied to a business or organization and provided to media through a variety of means. Unlike other types of communication, once a press release is issued, there's little to be done to change the news, aside from issuing a new release.

On a basic level, sending out press releases offers two distinct opportunities:

1. Your content gets featured in a publication, more quality people see the content as news, the content earns brand credibility, and the website gains SEO; or
2. Your content is spread electronically via the online PR distribution network, more people see the content, and the content gains valuable SEO backlinks.

Like a blog post, this work should be done at least monthly, but quarterly activity provides benefits as well.

What You'll Receive

You'll receive written press releases, submitted to pre-selected editors in publications relevant to your business and/or posted to the online distribution system.



Direct Mail

Your marketing is most effective when reinforced by traditional media. Not everyone opens an email, but they might glance at a postcard at just the right time. In fact, while relatively inexpensive to implement, only about 25% of people are opening emails... and using direct mail can help your organization to reach the other 75% of your audience.

What You'll Receive

You'll enjoy unique campaign designs, copywriting, printing, and fulfillment. You might consider purchasing an additional mailing list that can be used for direct mail — opening the top of the marketing funnel to more potential prospects.



Email Marketing

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Like other communications, a content strategy is developed to identify broad topics that should be repeated and various approaches to conveying that content.

By communicating in systematic ways that are meaningful to prospects and customers, your company and services can stay top of mind. Costs for sending emails vary based on list size.

What You'll Receive

Creative content includes copywriting and design, including strong call-to-actions that allow us to track audience interests based on click-throughs.

Monthly reports will focus on opens, click-throughs, bounces and unsubscribes. Subject lines and offers will be systematically adjusted to bring the best return on investment.



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*helping brands
take wing*

