Sample Brand Elevation
Package Proposal

Description of Services:

Panoptic will generate cohesive brand assets, for both in-person and online materials, that integrates a snapshot of the brand's personality and background. We will create a clean, functional website to showcase services on a professional digital platform. Our goal is to increase your sales and online traffic, and exemplify your brand digitally, telling your story across your online presence. We will cover all bases, including SEO to reach new markets, image and content editing for quality control, relevant integrations for operational optimization, and a customized marketing setup plan to promote the launch of the new branding and website.

Branding Deliverables

- Design of Logo & Brand Style Guide
  - Includes primary logo (with tagline), secondary alternative logo, & small icon/initials logos
  - Multiple color variations within color scheme as well as black and white
  - Workable Vector, Source, Print Ready, and Transparent Files all included
  - Social Media Kit and Web Optimized files for high res format across multiple channels and profile pictures
  - Up to 3 color, font, and design revisions following final package submission
  - Includes color palette codes, typography fontkits, supporting image design, etc.
- In-Person Material Design
  - associating branded business card with QR code graphic that links to new website for easy in-person promotion

Website Deliverables:

- Domain & DNS set up/server connection or transfer
- Creation of host platform, site theme design, settings personalization, and new imagery & brand assets
- 3 pages with set-up, design, and content including:
  - Home Page with 3-5 interactive features (GIF images/ dynamic photo reels, Call-to Actions, testimonials, brief on services, etc)
  - About/Contact Page including founders headshots and bios, company overview, contact info, & social media links
  - Services page with descriptions of each service area, portfolio examples of previous events, & contact forms for interested parties
- Technical Components such as:
  - Image editing included for entire site (using provided photos)
  - Customized Triggered/Automated Email Templates (welcome, new subscriber, form submissions, etc.)
  - Google Analytics & Facebook Pixel integration; email domain integration or creation; calendar integration for consults/availability
  - Privacy Policy pages and credibility footer elements
  - Conduct all SEO; optimize keywords and tagging through Page Titles & URLs, internal linking, meta descriptions, Image Alt Text

Marketing Deliverables

- Initial Digital Marketing Setup (2 platforms)
  - Completely setup social media profiles along with profile pictures, header/cover photos, and bio information
  - Create and connect a Google Business profile for localized promotion and Google Search/Maps exposure, including company details, edited imagery, location and SEO settings, etc
- 2 weeks of Social Media accounts management/optimization on Facebook, Instagram, Google Business, etc. **(FREE)**
  - Design original and professionally social media posts with attention-grabbing content & strategic campaigns around service value
  - Hashtag usage to improve your brand's awareness/ identity, and scheduling 3-4 posts weekly at peak times for optimum reach
  - Active audience engagement through follows/likes/comments to reach larger and more targeted customer segments
- Marketing Presentation Materials
  - Create thorough template for presentations with front/back covers including page content elements, logo/branding accents & covers
  - Create itinerary template with structure for information alongside branded header/footers and accents

Project Timeline & Rates

4-6 week turnaround time for all deliverables / $3500 total

*(**Add ons available at additional fee and timeline**)*
  - *60 second Promotional Video for use on website / campaigns**
  - *Print On-Demand Merchandise Integration**
  - *Paid Advertising (Google, IG/FB**
  - *Ongoing Digital Marketing**
  - *Email Marketing Newsletters*
  - *Blog Posting*
  - *CRM & Workflow Automation*
  - *Brochurea or Event/Marketing Materials and Menus*
  - *Product or Event Photography*
  *suggested