

Steps for Getting Started

1.

DETERMINE GOALS

First, we'll discuss what the goals of any marketing services I might provide are, whether it's to raise brand awareness, get new clients, promote a certain product, etc. Then I'd like to hear how you would prefer to do that and also make any recommendations for additional things that I think might be helpful in achieving those goals.

2.

ASSES CURRENT MARKETING MATERIALS

Next, we'll make a list of any marketing materials that you may already have, like a logo, business cards, professional photos, etc. and decide what more you need, if anything.

3

CREATE A PACKAGE AND BUDGET

Using my pricing and packages schedule, we'll determine what you need and set a budget. You will be able to choose packages that are already built or create your own mix.

4.

LEARN ABOUT THE BRAND

If you decide you want to proceed, the next step is for me to get a deep understanding of the personality that needs to be portrayed through the website/marketing so I can make something that is a true reflection of the brand. To do this we'd just talk! It'll almost feel like an interview; I'll want to know things like history, mission, client relationships, the experience you strive to provide your clients, your employees, etc.

5.

VISUALIZE THE BRAND

The next part is the fun part! After all that, we can get into talking about the brand design – things like colors, themes, fonts, etc.

6.

GATHER CONTENT

We'll decide what will be included on the website.

7.

SET A TIME FRAME

for when we'd like to complete the project and set up our shared project management tool.